

CorEvitas uses a systematic, evidence-based process to help pharmaceutical companies spearhead patient engagement initiatives at every stage of the product lifecycle. Our clients are offered the tools and the expertise to gather, analyze, and apply deep patient insights to optimize clinical trials and enhance overall product commercialization efforts.

At CorEvitas, we believe that the voice of the patient should hold tremendous influence over the decisions made in the healthcare industry. And we have mastered a way to effectively capture patient perspectives and apply them to the clinical trials and patient programs our clients develop.

We take a novel approach to gathering patient feedback, whether to meet pre-clinical or post-approval goals. Our methodologies enable sponsors to deploy faster, more effective and less costly studies and programs – and patients and care partners play an important role in making that happen. Ultimately, what we gather from patients will drive the future of every dimension of pharmaceutical operations.

Our work is actionable and measurable and allows pharmaceutical companies to improve every touch point along the patient journey, directly supporting a patient-driven approach to healthcare.

A Unique Approach

Our unique approach melds our team’s expertise in the pharmaceutical and healthcare industries with actual patients’ experiential knowledge.

We have learned that when patients become partners, innovation is sparked. Whether your product is in the pre-approval, regulatory, or post-approval phase, this patient-centric approach helps you understand patients’ needs, and in turn, allows you to deploy faster, more effective, and less costly clinical trials and patient programs.

We have conducted work with thousands of patients in more than 60 countries, ensuring the patient voice is represented throughout all of our clients’ global studies and initiatives.



Our Offerings

Our team – seasoned professionals who excel at clinical trial and commercial operations – supports pharmaceutical clients by capturing in-depth patient and care partner feedback. Leveraging qualitative and quantitative techniques, our team captures insights both virtually and in-person. For foreign language interviews, we utilize simultaneous translators, which allows our clients and team to hear patient feedback in real time.

Below is a sample of some of our most popular methods to capture patient and care partner perspectives:

Co-creation Methods, (including focus groups, advisory board meetings, 1:1 interviews, guided assessments, and online bulletin boards)

Clinical Trial Simulations

Digital Patient Experience (PX) Lab

Global Online Surveys

Trial Participant Experience Surveys (HealthiPerspectives & HealthiView)

Long-Term Patient Advisory Councils

Community-Enabled Offerings Through Our HealthUnlocked Platform

Patient and Care Partner Video Storytelling

Our Expertise

CorEvitas is guided by industry veterans from global pharmaceutical companies, CROs, and healthcare start-ups, united by a shared passion for making clinical trials and patient programs better for patients and their care partners.

- Clinical trial, commercial, and market research experts
- Expertise in qualitative and quantitative research methodologies
- Proven track record of delivering robust, scalable programs
- Thorough knowledge of clinical trial and commercial operations
- Broad therapeutic expertise
- Command of evolving patient-centered landscape
- Experience in all facets of stakeholder communications (investigators, prescribers, patients, care partners, payers, regulators)
- Comprehensive understanding of global regulatory environment



HealthUnlocked’s Community-Enabled Offerings

Our HealthUnlocked platform is home to a social network of 1.4 million patients and over 500 patient advocacy groups. These patients and groups represent over 300 disease states and conditions.

Patients and their care partners on the platform share treatment paradigms, symptom management, and quality of life issues on a global scale. Our e-tools and unique communities allow us to capture real-time patient insights.

Contact us to learn how our community-enabled offerings, including Market Research Online Communities, Rapid Insights Programs, and Clinical Trial Recruitment, can meet your objectives.

Syndicated Clinical Registries	Precision Medicine	Patient Experience	Specialty EMR Data
			
Research & Development	Research & Development	Research & Development	Research & Development
Medical Affairs	Medical Affairs	Medical Affairs	
Safety	Safety		
HEOR		HEOR	HEOR
Commercial			Commercial
<ul style="list-style-type: none"> • Medical affairs work • Post-approval safety commitments 	<ul style="list-style-type: none"> • Highly curated samples • 'Data as a Service' sale of data streams 	<ul style="list-style-type: none"> • Bespoke patient communities • Single sponsor studies • Qualitative research studies 	<ul style="list-style-type: none"> • Software as a service offering, leveraging NHS data • High-quality retinal EMR data set

Our Mission

To provide an evidence-based process for companies to leverage patient insights and create patient-centered initiatives at every stage of the pharmaceutical product lifecycle – from clinical trial design through post-approval activities and research.

At **CorEvitas**, we have created a sustainable, scalable, and repeatable patient engagement model. Our model works within our clients' clinical development and commercial environment to help make clinical trials and pharmaceutical-sponsored post-approval programs more patient-friendly, and ultimately more beneficial for everyone – our clients and their patients.

We draw from our comprehensive industry experience – and our creativity – to know what questions to ask, when to ask, and how to ask them. Contextualizing these responses leads to better clinical trial outcomes and an overall improved patient experience. Our team blends a passion for patients with a deep understanding of how pharmaceutical programs are run while recognizing the challenges faced across the current global environment.

To learn more about how CorEvitas leverages patient insights to help our clients create more patient-centered initiatives, visit www.corevitas.com.

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Excellence in Evidence

***Patient Experience Team
 Excelling at Patient Engagement***

