

## CHECKLIST

# Do's and Don'ts

## in Collaboration with Patients and Patient Organizations

### DO's

- Be clear about the value / need for the patient and your company
- Define the goals of all stakeholders precisely and confirm with them
- Secure your company's long-term commitment
- Find the right patient partners
- Understand the burden for the patient partners you work with
- Adapt contract templates to laymen / not-for profit
- Skilful project management and moderation
- Measurable outcomes
- Follow up, improve and continue jointly

### DON'Ts

- Marketing or Market Access in the lead
- PO's trusted KOLs / advisors not involved
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- Time pressure on patients
- Not enough time for patient interaction
- Tell-mode
- Project management without patient-industry experience
- Promise, then fail
- Overwhelm patient partners
- Get legal and compliance in late in the game
- Hidden agendas
- Overwhelm patient partners

#### Source

This checklist has been developed by admedicum® Business for Patients GmbH.