

DIA 2014 50th Annual Meeting Celebrate the Past – Invent the Future June 15 – 19, San Diego (CA) Convention Center

Session 211 - Clinical Outcomes Assessment & Patient Engagement Symposium

Collecting data reported directly by patients has become one of the most important tools to assess the effectiveness of drugs, devices and social and behavioral interventions in real world settings. To better understand ways to improve patient engagement, collect study endpoint data and better interpret patient reported data, DIA presented the *Clinical Outcomes Assessment and Patient Engagement Symposium*. Keith W. Wenzel (Senior Director, Global Alliances, PAREXEL International) chaired this symposium and introduced speakers Mark Wade (Director, Patient Focused Solutions, Almac), Judith Teall, RN (Director of Clinical Excellence, Exco InTouch, UK) and Cicely Kerr, PhD, MSc (Lead Outcomes Researcher, Patient Reported Outcomes, ICON plc, UK).

Mark presented a research study conducted by Almac designed to identify the most common reasons for patient non-compliance in completing patient diaries. He specifically focused on usefulness and patient preferences regarding patient reminders. Patients were asked to provide their reasons for not completing their patient diaries, whether they thought reminders were helpful, and about the

mode (text messages, emails, etc.) and timing of receiving reminders. This study gave a comprehensive view on patient preferences and their perspectives on reminders. Over-all, patient satisfaction was a driver of compliance; happy patients meant better compliance. He also noted that while this study included patients from multiple countries, it did not differentiate between types of illnesses or between patient and caregiver (eg, parents reporting for their children).

Judith Teal described a study that examined eDiary completion behavior among parents of children participating in a phase 3 trial focused on efficacy of an influenza vaccine in a multi-country setting across two consecutive flu seasons. This study found that eDiary completion compliance was very good, possibly because patients were given the flexibility to use their own devices (their own mobile device, PC or laptop) or a study provisioned mobile phone. Allowing these parents to use their own devices also proved cost effective.

Cicely Kerr spoke on patient global ratings of "change" and "concept," two important constructs in understanding patient reported data. Patient global evaluation of "change" refers to the level of change the patient experienced since the last study visit; "concept" refers to the patient assessment of their current status at each study visit. She pointed out that, due to the time lag, patient global evaluation of change may also be affected by an over- or under-estimation of their health status before their previous visit.

Rituparna Bhattacharya is a graduate student currently pursuing a doctorate degree in Health Outcomes Research at West Virginia University.