



**Session Title:**

Patient Engagement Beyond a Single Clinical Trial

**Speaker(s):**

Kelly McKee - Vice President, Patient Recruitment and Registries, Medidata, Dassault Systèmes

Marie Enis-O'Connor - Patient Advocate

Dr. Kunal Patel - Medical Director, iheed

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**12:20 PM - 12:50 PM**

**Abstract:**

The traditional clinical trial model is a data-focused transaction between patients, sites, and sponsors. It is a cold, uninviting process that begins at consent, and ends at the patient's last visit. It is a model that needs to be broken, introducing a shift in the patient engagement paradigm that aligns with patient needs. Patient engagement shouldn't end with the last patient visit; it should involve long-term follow-up, post-trial data return, and allow patients to provide feedback on their trial experience. It should involve pre-trial engagement, building educated and empowered patients prepared to participate in clinical trials. The clinical trial model is due for a shift towards upstream engagement, where patients are involved in the design of clinical trials and clinical trial solutions. Join this session to hear our panel discuss pushing the boundaries of the clinical trial model.