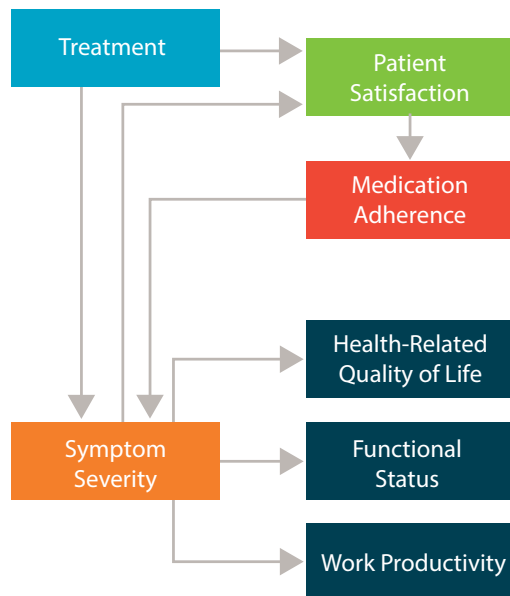


Demonstrate the positive impact of your product with patient-reported outcome data.

## Communicate the Patient's Perspective

Patient-reported outcome (PRO) measures are often critical to assess the impact of disease and demonstrate the drug benefits that are most important to patients and other stakeholders.



We can help you by collecting, assessing, and strategically communicating PRO information.

## Trust Our Capabilities

You can rely on our team of 25 individuals with expertise in PRO strategy, instrument development, and psychometrics. We have worked with a wide variety of pharmaceutical, biotechnology, and medical device companies to collect and analyze PRO data to support both product development and post-marketing strategies in the United States and Europe.

Our PRO experts:

- Conduct focus groups and in-depth interviews to identify constructs and value messages important to specific patient populations
- Provide strategic study design details and develop data collection forms for measurement of PROs in clinical trials and observational studies
- Identify existing and develop new PRO measures to support product approval, label claims, reimbursement decisions, and publication strategies
- Validate PRO assessment instruments, demonstrating their reliability, validity, and responsiveness
- Develop PRO responder definitions and minimal important difference values to support FDA and EMA submissions
- Adapt and validate instruments for use in different cultures and patient populations or across multiple modes of administration
- Author manuscripts and present workshops on the development, validation, and use of PROs in numerous therapeutic areas
- Develop and defend PRO strategies and instruments as part of the client team for submissions in the US and Europe
- Advise on utility assessment strategies to support product value, including the identification of appropriate assessment methods, existing health state utility measures and PRO instrument mapping algorithms
- Conduct health state utility preference elicitation studies using standard techniques, such as time trade-off and standard gamble

## Key Technical Staff

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