



Learning
from the
Patient
Perspective



We know that companies want to put patients at the heart of their work and want to understand what things are essential to the patients and their families.

Fight Bladder Cancer
can help you achieve
these aims.

1

ADVISING CLINICAL TEAMS ON **TRIAL DESIGN**

Clinical trial design is a complex process. Patients can provide insight on many valuable aspects of trial design, such as:

- **PATIENT PREFERENCES:**
what is most important to patients at the different stages of their cancer journey
- **PATIENT REPORTED OUTCOMES:**
advice on the most pertinent Patient Reported Outcomes (PROs)
- **CLINICAL TRIAL RECRUITMENT:**
elements of trial design which could improve recruitment

Having the patient perspective at the heart of your trial design can help ensure that your trial has the maximum impact.



2

REVIEWING PATIENT-FACING MATERIALS

Patients must understand the drugs they are being given and any devices they use. Clear patient materials are crucial whether in a trial situation or once an approved product is available.

Fight Bladder Cancer can arrange for a group of patients to provide feedback on draft materials, such as informed consent forms and patient information, so that you can ensure they are as patient-friendly as possible.

Depending on the needs of the project, Fight Bladder Cancer has various resources to draw from, including the following:

- **USERS:** Many contactable patients and carers who have used our services.
- **FORUM:** A private forum with over 5,000 patients and carers.
- **PATIENT ADVOCATES:** A small group of trained patients and carers representing bladder cancer patients nationwide.

- **RESEARCH**

PARTICIPANTS: A group of patients and carers who have specifically indicated an interest in participating in research projects.

- **SOCIAL MEDIA:** Outreach

to patients and carers on **Facebook, Twitter, LinkedIn, Instagram**, Fight Bladder Cancer website and blog. **fightbladdercancer.co.uk**

- **MONTHLY NEWSLETTER:**

We have over 2,200 people in our MailChimp audience, and our targeted campaigns result in open rates of up to 63% .

Depending on the needs of your project, **Fight Bladder Cancer** has various resources to draw from.



3

FINDING SUITABLE PATIENTS FOR YOUR **RESEARCH QUESTIONS** & **MANAGING THE RESEARCH PROCESS**

Fight Bladder Cancer is in contact with an extensive network of patients who can help to answer your research questions. We are very experienced in patient and carer recruitment. We can help you set realistic expectations regarding your desired patient types and numbers and the time required to recruit them.

We liaise with research companies to ensure that patient confidentiality is maintained and that patients have a positive research experience. We also liaise with patients and carers to support them in research participation.

Patients and carers trust Fight Bladder Cancer because they know we look out for them.



With our support, you will find suitable patients for your projects.

If you are interested in finding out more about how Fight Bladder Cancer can provide the patient perspective to inform your work, please contact Melanie at info@fightbladdercancer.co.uk



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