PROactive Clinical Insights

Leverage the gold standard in patient-centric insights throughout the product lifecycle

Is your product economically viable, safe, and effective?
Is it accepted by regulators, payers, providers, and patients?

QualityMetric's global patient-reported outcome (PRO) measures and clinical outcome assessment (COA) services can provide the answers you need to take your product from innovative idea to powerful solution.

PRECLINICAL

Investigating the application of a new drug

Use PRO norms and disease specific benchmarks from large survey studies to understand humanistic burden of disease, unmet clinical need, and uncover opportunities for new drug development.

Consider next product development strategy

PHASE II

Measuring drug efficacy & side effects

Characterize and quantify treatment benefits and clinically meaningful change with fit-for-purpose PROs, ObsROs or ClinROs, committing to an evidence strategy for targeted populations.

Explore potential treatment efficacy and tolerability

PHASE IV

Monitoring drug for long-term performance

Conduct pharmacovigilance and obtain real-world evidence of product performance among patients through PRO results, which can be used to support label and marketing claims on treatment efficacy.

Examine patient treatment experiences over time

Applying PROs Across Clinical Trials

Measures like QualityMetric's SF-36v2® and SF-12v2® health surveys can inform decisions in every phase of research. Make the most of gathered insights with QM survey interpretation and linguistic validation services.

PHASE I

Determining initial drug safety & dosing

Develop PRO clinical endpoints in accordance with FDA and EMA standards or review and synthesize findings for disease-specific instruments. Gather data to standardize the assessment of unmet needs.

Select endpoints to guide strategic data collection

PHASE III

Provide treatment benefits and key stakeholders

Whether endpoints are secondary or exploratory, PROs provide important information on the benefits of treatment in terms that matter most to patients. As well as, providing important messaging about product benefits that resonate with other stakeholders beyond regulatory, such as payors and consumers.

Understand unique product benefits and differentiators

POST-LAUNCH

Marketing drug to stakeholders and users

Deploy PROs to craft product messaging in real time from patient experiences to strengthen marketing plans, engage and educate stakeholders and produce new publications and manuscripts.

Develop strong patient-centric product messaging

QualityMetric's systems and services integrate seamlessly with eCOAs throughout product development and beyond.

QualityMetric's patient-reported outcome (PRO) measures and clinical outcome assessment (COA) services can provide the answers you need to take your product from innovative idea to powerful solution at every phase of your clinical trial.

REACH OUT TO US TODAY TO LEARN MORE ABOUT PRO HEALTH SURVEYS FOR YOUR NEXT CLINICAL TRIAL.

QualityMetric
an IQVIA business

qualitymetric.com | (800) 572-9394 | info@qualitymetric.com |