

Midway through the year?  
Hearing lots of people talk about patient centricity?  
Still not quite sure what it means in practice?

**Don't panic - your secret is safe  
with us. Let us introduce you to:**

# PATIENTSCAPING

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UNDERSTAND YOUR ENVIRONMENT  
THROUGH THE EYES OF YOUR PATIENT

## WHAT?

A landscaping of your  
disease/therapy area through  
the eyes of your patients

## WHY?

If you understand the environment,  
you can start to understand  
how to be patient-centric -  
the opportunities, unmet needs,  
and what good looks like

## HOW?

A snapshot view of the environment  
with the patient at the centre:

- Competitors
- PAGs
- Patients advocates
- Other stakeholders

To find out more, please contact: **Sarah Bartlett**  
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