



# PATIENT ENGAGEMENT SOLUTIONS SUMMIT

Novel Processes and Advancements for Engaging Patients and Infusing Insights Back into the Business

JUNE 22-23, 2017 • HYATT AT THE BELLEVUE • PHILADELPHIA, PA



Brian Lynch,  
Senior Director, Innovation,  
**West Pharmaceutical Services**

Before you **ENGAGE** with attendees of the Patient Engagement Solutions Summit next month, get inside the mind of speaker Brian Lynch, Senior Director of Innovation at West Pharmaceutical Services.

## 1. How are you involved in patient activation and engagement?

West Pharmaceutical Services, Inc. is a leading manufacturer of packaging components and delivery systems for injectable drugs and healthcare products. Several years ago, as the burden of medication adherence was becoming better understood, West considered what it might do to help. In a broad sense, we focused on how we could improve the patient experience from delivery device development to outcome. I'll be talking about this more during my presentation, but in collaboration with Noble and HealthPrize Technologies, we've created a connected health platform that can help our pharma partners to link our user-friendly devices with robust training solutions—all linked to platform that utilizes gamification to help motivate and drive adherence.

## 2. What role does your team play?

The Innovation Team at West has been and is fully involved in bringing our adherence ecosystem to life--through our pharmaceutical customers, to benefit their patients and improve health outcomes.



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### 3. Is your organization more patient-centric? How so?

The patient journey and experience is at the center of everything we do. In fact, in our product development process we leverage multiple user touch-points to gain critical feedback and inputs at all stages of 'needs gathering' to help guide and direct our product conceptualization and refinement efforts. A cornerstone of our development process, extensive human factors studies are performed to help ensure an intuitive, safe and effective user interface of our delivery devices.

### 4. What are you looking forward to most at the conference in June?

Because you have assembled some different stakeholders at the conference, I'm interested in hearing other perspectives on the rapid emergence of engagement and adherence platforms.

### 5. Besides your own, which presentation peaks your interest the most?

I'm really looking forward to the presentation Melissa Fellner of AstraZeneca , and the discussion on the use of patient engagement approaches in clinical trials.

On behalf of the entire  
Patient Engagement Solutions  
Summit Speaking Faculty,  
we hope to see you there!

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