

Safety first and  
foremost

Mutual Respect



MedTech Europe  
from diagnosis to cure

Pillars of  
a patient-centred  
company

Accessibility

Fulfilling patients' unmet needs

**Safety first and foremost**

**Mutual Respect**

**Overarching Principles**

- Safety first and foremost
- Mutual respect
- Accessibility
- Fulfilling patients' unmet needs

**Accessibility**

**Fulfilling patients' unmet needs**

**Safety first and foremost**

**Areas of Implementation**

Include patients in company objectives

Include patients in the business cycle

Include the patient's voice and feedback

Enhance patient information, transparency, training & communication

**Mutual Respect**

**Accessibility**

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**Include patients in company objectives:**

- Take patients into account when making decisions that impact patients
- Ensure patient involvement is transparent and based on mutual trust and independence of both parties
- Both companies and patients should achieve mutual added-value through partnering together

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## Safety first and foremost

### Include patients in the business cycle:

- Product development: involve meaningfully patients in the following - identifying unmet needs, market and consumer research in a timely manner, clinical studies, labelling, etc. and provide feedback
- Market Access and Reimbursement: patients, industry and other stakeholders to work together in providing the framework for patient access to high-quality treatment and care

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**Include the patient's voice and feedback:**

- Learn and recognise from the unique perspective, expertise and diverse experiences of patients as users of devices and partner in their care
- Identify a workable information system to and from patients to ensure the patient's voice is heard and considered

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**Enhance patient information, transparency, training & communication:**

- Develop joint awareness activities and initiatives
- Collaborate to create and communicate quality and user-friendly information, to enhance health literacy of patients on medical and IVD devices

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"Open and transparent dialogue and interaction between patients and the MedTech industry is key to ensuring that companies producing medical devices and in vitro diagnostics really do put patients at the centre of their work, and draw on patients' unique experience and expertise as a partner for innovation and safety."

(Nicola Bedlington, EPF Executive Director)

"The MedTech industry believes in the added value of taking a more personalised, patient-centred approach in the development of our industry. We value the input of patients and look forward to fostering our collaboration through the Patient-MedTech Dialogue activities."

(Serge Bernasconi, MedTech Europe Chief Executive Officer)

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## About EPF:

The European Patients' Forum is an umbrella organisation that works with patients' groups in public health and health advocacy across Europe. Our members represent specific chronic disease groups at EU level or are national coalitions of patients.



## About MedTech Europe:

MedTech Europe is an Alliance of European medical technology industry associations. The Alliance was founded by EDMA, representing the European in vitro diagnostic industry, and Eucomed, representing the European medical devices industry.



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The 'Pillars of patient centred company' is an initiative of the Patient-MedTech Dialogue, a joint platform established between European Patients' Forum and MedTech Europe.

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