



PRECISION AQ™

PATIENT ENGAGEMENT

PATIENTS ARE THE DRIVING FORCE
BEHIND EVERY BREAKTHROUGH.

Lived experience is expertise.

We turn real lives into real impact —
transforming patient insight into strategies
and programmes that truly resonate.

From early development to launch and beyond,
we help teams create relevant, relatable and
compliant solutions that make a difference
for patients, HCPs and brands.

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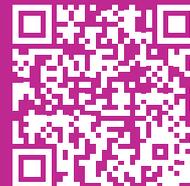
CONNECT WITH US

Claire Paling

VP, Patient Engagement

Claire.Paling@precisionaq.com

LEARN MORE



WHY PATIENT ENGAGEMENT

Patient support content is the **second-most requested topic** among HCPs.

Patient involvement **improves outcomes** and success — measurably:



25%

predicted reduction in
study enrolment time



\$535k

direct cost savings by avoiding
protocol amendments



71% of EMA 88% of FDA

decisions considered patient
experience data



87%

likelihood of launch for drugs
with patient-centric designs



82%

of physicians want content
that is easily shareable with
their patients



50%

of doctors are more likely to
prescribe medication from
patient-centric pharma companies

HOW WE WORK

Insight → Partnership → Impact



We listen deeply

We gather stories, not just statistics — uncovering gaps in care, unmet needs and opportunities for meaningful change.



We co-create strategically

Through workshops, councils and collaboration, we build bridges between organisations and patient communities.



We deliver with precision

We create resources, programmes and materials that make trials more accessible, treatments more understandable and care more compassionate — while staying compliant.

WHAT WE DO

We specialise in:



Patient insight gathering + lived experience research

(including ethnography)



Journey mapping



Partnership planning & relationship building

(strategy workshops, councils, alliances)



Education, training, support material & programme development



Clinical trial enrolment engagement & material



WHY US?

WHAT OUR CLIENTS SAY

“ We’re so excited to start bringing our vision to life.... We wouldn’t be in this position without your input. ”

— Patient Advocacy Lead

“ The patient films are unique and offer our device users something never seen before in the healthcare space. We are proud and excited to be using this collateral from the EU team. ”

— EMEA T1D Strategy Team



GOOD PATIENT PARTNERSHIP GUIDE
2025

Co-created with advocacy and industry partners, the **Good Patient Partnership Guide** shares best practice and fresh thinking to support patient-centred engagement.

DOWNLOAD A COPY

