



Patient Engagement

With a focus in rare disease, the Px Group collaborates with the life sciences industry to infuse the patient perspective into all programs and communications—from pre-clinical to commercial—to raise awareness and inspire change.

Guided by patients,
driven by their experiences

- **Enlighten:**
Uncover Compelling Patient Insights
- **Engage:**
Identify Patient & Caregiver Thought Partners
- **Embolden:**
Form Trusting 1:1 Relationships
- **Express:**
Co-Create Impactful Patient Stories
- **Empower:**
Support Informed Patient Communities
- **Establish:**
Build Strong Ties with Patient Advocacy

PATIENT SPEAKER PROGRAMS

Patient/Caregiver Recruitment
Story Writing
Program Development and Execution
Patient Relationship Management



PATIENT STRATEGY & INSIGHTS

Advisory Boards
In-depth 1:1 Interviews
Landscape Assessments
Strategic Engagement Plans
Analytics

ADVOCACY RELATIONSHIP MANAGEMENT

Rules of Engagement
Partnership Development
Outsourced Relationship Management

