

The **VOICE**
of the patient
PERMEATES
throughout our
organization.

Kristin LaBounty Phillips

MAKING THE PATIENT AN EXTENSION OF THE TEAM

The concept of patient-centricity is well embedded throughout EVERSANA and is intrinsically tied to helping the agency's clients achieve their goals. Kristin LaBounty Phillips believes that the entire agency — with a unified commitment to quality in addressing patients' needs — embodies the concept of "patient hero."



EVERSANA™

KRISTIN LABOUNTY PHILLIPS

Managing Director, Patient
Engagement
EVERSANA ENGAGE

One of EVERSANA ENGAGE's core values is being patient-minded. "We partner with patients and caregivers and consider them to be an extension of our team," says Kristin LaBounty Phillips, managing director, patient engagement. "The voice of the patient permeates throughout the office and we have images of patients on the walls in every room that remind us of our 'why.'"

Kristin and team help clients understand the power of co-creation in developing meaningful solutions for patients across their journeys. "We've embraced the phrase 'nothing about us, without us;' co-creating with patients is about more than telling a patient story or shooting a testimonial video," she says. "It's a shift in an approach focused on partnering with patients, and thinking through strategies and vetting tactics — essentially empowering patients to be part of the solution."

According to Kristin, once patients realize that a pharmaceutical or biotech company is eager to hear their opinions, their perspectives on the industry change for the better. "Empowering patients with the education and support they need to advocate for themselves often achieves a business goal, and it also happens to be the right thing to do," she says.

Kristin has a personal driver for her passion for including the patient voice. "I lost my best friend, Shannon, to cystic fibrosis 12 years ago," she says. "She was my patient hero. The work that I do is very much in honor of her legacy in my life and in honor of her family.

"We've all been patients or have a loved one who is a patient; it's a reality that fuels the work we do and why I believe it is so important to enhance the patient experience and do what's right," she continues. "We have found many patients willing to raise their hands and share their stories with the hopes that others may not have to struggle. That says a lot about the caliber of the individuals we work with. They are the true heroes." ■