

The Power of Ongoing Patient Advisory Councils

Patient Advisory Councils (PACs) bring patients, caregivers, and advocates together with internal teams to provide real-world insight that helps organizations understand patient needs and lived experiences; test concepts, messaging, and materials; and inform more relevant patient education.

Reverba Global Proven PAC Approach



Governance & Objectives

Define clear goals, compliance framework, and work plan.



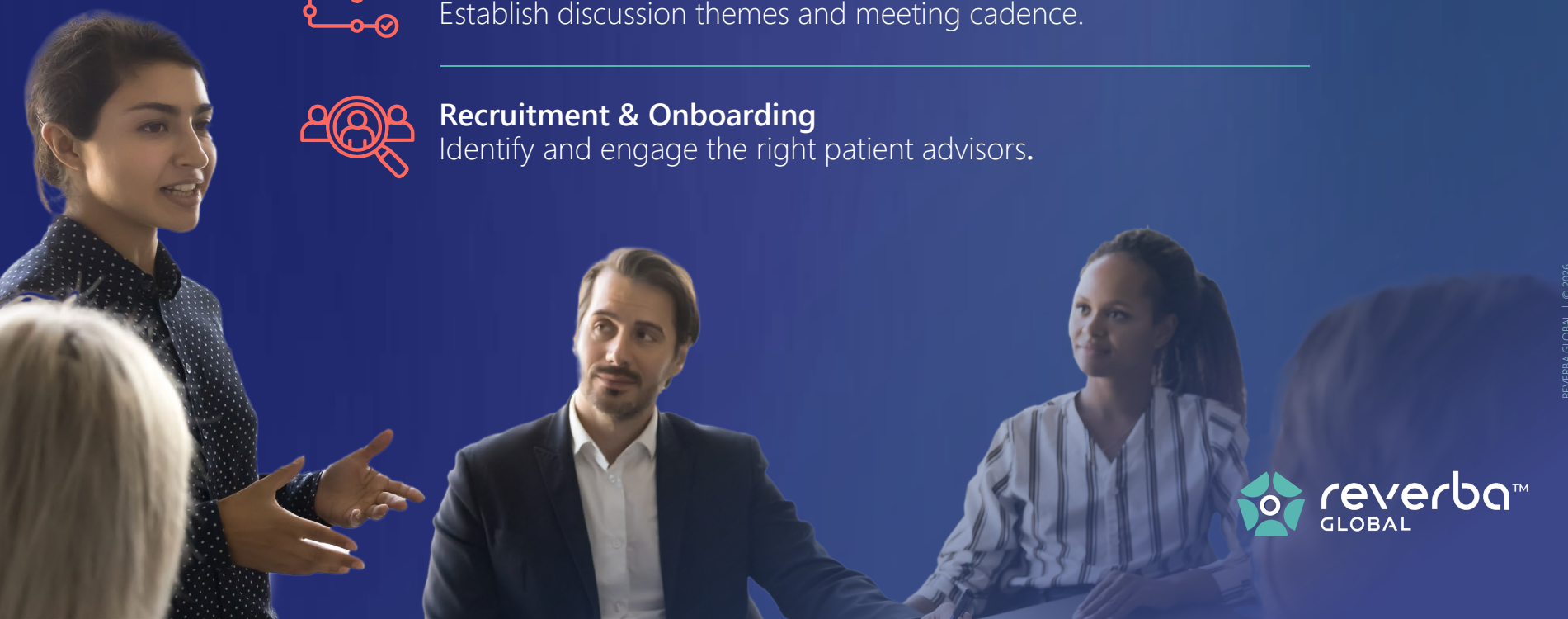
Engagement Roadmap

Establish discussion themes and meeting cadence.



Recruitment & Onboarding

Identify and engage the right patient advisors.



The Power of Ongoing Patient Advisory Councils

CASE STUDY

A biopharma company sought **insights from a diverse patient population** to support culturally appropriate education and marketing communications.

Reverba Global recruited and managed a
Patient Advisory Council

with	across	over
30+	6	3
patients	treatment areas	years

How can Reverba Global
help you?

connect@reverba.com

