



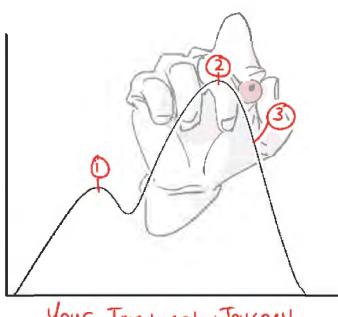
# Principles



## Enable Patient Learning

It is our responsibility to communicate to patients to help them better navigate their healthcare journey. Our responsibility includes explaining the medical concepts patients need in order to understand their disease state and their treatment options. Not every patient needs or wants the same information; therefore, we should provide a wide array of high-quality, holistic educational materials that genuinely seek to inform patients about their illness and its implications.

We believe that when we enable patient learning, we empower patients to improve their own healthcare experience and we support them in achieving their clinical outcomes.



## Share Qualified, Quantified Data

Understanding data is an important ingredient of shared decision-making. We should present data in context, so patients can understand the benefits and the risks of treatment in both absolute and relative terms. We should strive to provide patients with complete, relevant, unbiased data that has been presented in a way that facilitates their understanding. Although not every patient will want to engage with the details of data, it is important to provide it in case it is needed.

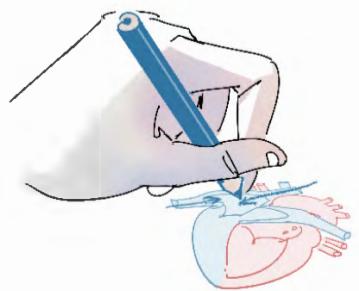
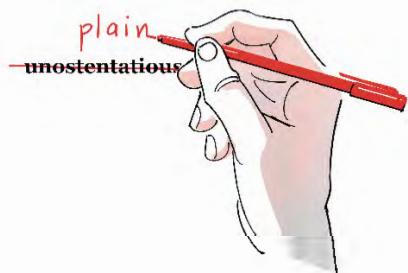
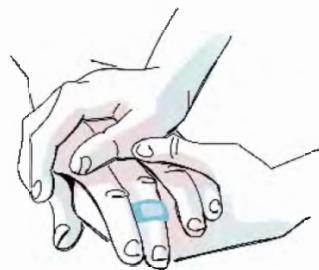
We believe that when we appropriately share qualified, quantified data, patients will be more informed and confident in engaging with their healthcare provider throughout their treatment journey.



## Design for Digital First

There is untapped promise in digital media. Designing for static print media misses an opportunity to create more engaging communications that consider interactivity, video, sound, and personalization. Digital media lets us test and measure in a way that is impossible elsewhere, and we can use that flexibility to improve our communications not only in the digital realm, but also in our static print communications.

We believe that when we design for digital first, we learn more about patients, and are able to create higher-value communications that better meet their evolving needs.



## Demonstrate Empathy for Patients and Caregivers

Patients have unique needs, and no two healthcare journeys are alike. However, almost all patients want to feel that others understand their concerns and experiences. We have a responsibility to understand patients' needs and to design thoughtful communications that speak to the specifics of their experiences. Our language and design choices must consider how patients and caregivers of different backgrounds might interpret them.

We believe that when we demonstrate empathy for patients and caregivers, we foster an emotional connection that makes our communications more meaningful and relevant.

## Use Plain Language

We should use simple words and phrases. We must eliminate unnecessary jargon and acronyms, explaining important medical terms in a straightforward way. We are having a conversation with patients, and we should adopt an approachable style of writing.

We believe that when we use plain language, patients feel less overwhelmed and less intimidated and are able to better understand our communications.

## Communicate Visually

A picture really can be worth a thousand words, if it's the right image, used thoughtfully and deliberately. Since patients learn in many different ways, by making visuals integral to our communications, we are supporting many different communication styles. Moreover, we do a disservice to patients when we neglect to incorporate visuals, because there are important, complex ideas that are best communicated through the effective use of visuals.

We believe that when we communicate visually, we gain an opportunity to reinforce and reiterate important information, so that patients are more likely to understand, remember, and take action.

## Format Materials for Understanding

The format of our materials strongly influences how well patients understand our content; we should prioritize formatting for patient understanding. Our layouts should always be clear and designed with purpose, so that patients can more easily navigate our communications. We can make our materials more understandable by presenting clear and compelling stories that are relatable to patients.

We believe that when we format for understanding, patients spend more time reading our communications, retain more of the information we provide, and derive greater value from our materials.