

# Insights for Sites – A Patient’s Perspective

## *Mapping out the Patient Decision Journey*

**Rob Weker**  
Weker Advisors LLC

# Overview of My Journey

Husband, Father, Brother, Uncle

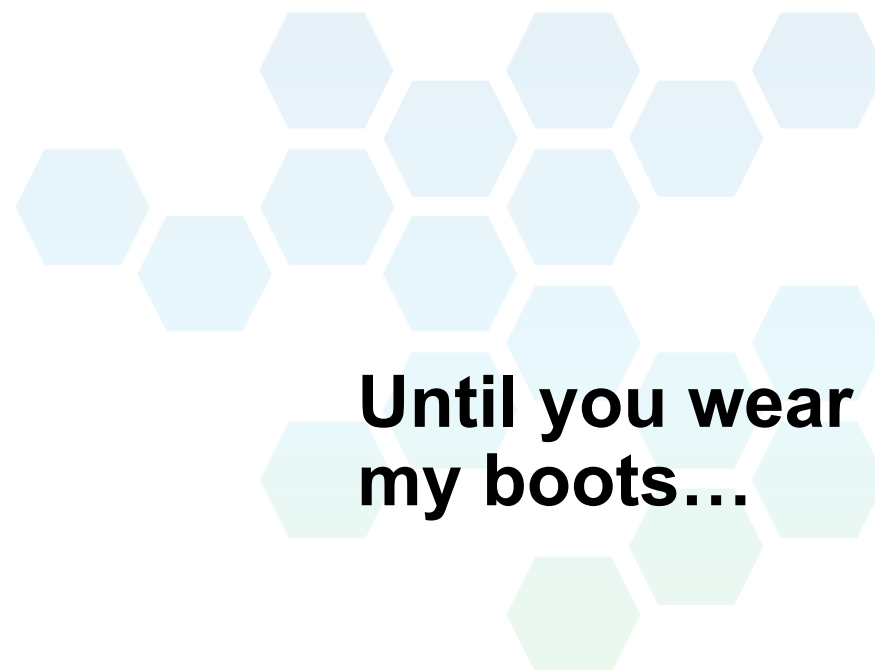
Over 20 years as a Pharmaceutical Executive  
Primarily in R&D  
Strategy & Operations in “Non-Clinical” Development

Three-time cancer ‘Sur-thrivers’  
Testicular Cancer in 1991, Lipo-sarcoma in 2010,  
Pancreatic in 2014

Participated in Clinical Trial for pancreatic Diagnosis  
One round of Chemotherapy  
Whipple Procedure w/8 week recovery  
Two more rounds of Chemotherapy  
One 28-day cycle of Proton Beam Radiation

Member of:  
UofPenn Patient & Family Advisory Council  
GSK Oncology Patient Council

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**Until you wear  
my boots...**

## New Normal

- Healthcare Disrupter
- Storyteller
- Out-of-Box Thinker
- “No” is not an option
- Agile



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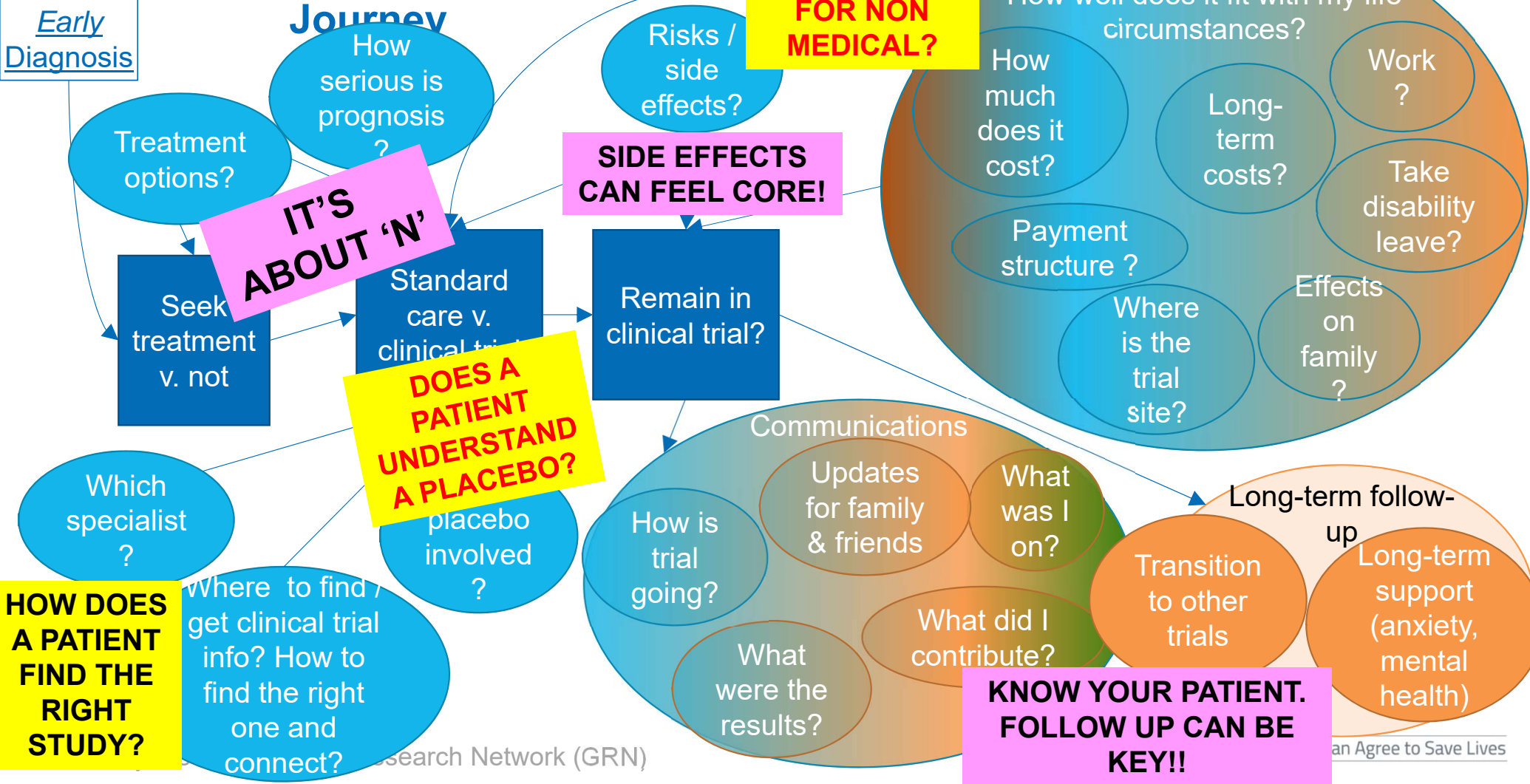


**MAGI**

We Can Agree to Save Lives

# Mapping Out the Patient Decision Journey

Early Diagnosis



**HOW DOES A PATIENT FIND THE RIGHT STUDY?**

Where to find/get clinical trial info? How to find the right one and connect?

**DOES A PATIENT UNDERSTAND A PLACEBO?**

placebo involved?

**SIDE EFFECTS CAN FEEL CORE!**

Risks / side effects?

**PATIENT NAVIGATOR FOR NON MEDICAL?**

How well does it fit with my life circumstances?

- How much does it cost?
- Long-term costs?
- Work?
- Take disability leave?
- Effects on family?
- Where is the trial site?
- Payment structure?

Communications

- How is trial going?
- Updates for family & friends
- What was I on?
- What did I contribute?
- What were the results?

**KNOW YOUR PATIENT. FOLLOW UP CAN BE KEY!!**

Long-term follow-up

- Transition to other trials
- Long-term support (anxiety, mental health)

Research Network (GRN)

an Agree to Save Lives

## Through the Patient Lens

Connect with me on LinkedIn to follow my blog

<https://www.linkedin.com/in/robertweker/>



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**SO LET'S TALK.....**



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*MY NEW NORMAL*  
||  
*THE FUTURE PATIENT*



<https://www.pancan.org/>

*Upcoming Purplestride Event*