

## **Putting patients at the centre of Parkinson's studies**

**Bruce Hellman**

uMotif, UK

Looking at 2019 and beyond it is critical that we take a patient-centric approach to healthcare studies and clinical trials. Unfortunately, historically patients have come second to the desired results and outcomes. uMotif has put patients at the centre since its founding in 2012, initially focusing on Parkinson's patients. Our technology is designed with patients for patients. In talking with people who are enrolled in studies we ensure that our applications are easy to use and provide value back to patients. Taking a patient-centric approach not only helps patients and the quality of care they are to receive but it's proven to improve outcomes and enhance research data sets. During this session case studies will be discussed to highlight learnings from our work over the last seven years. We will draw from strong experience in large Parkinson's projects: Smart-PD and 100 for Parkinson's. Lessons will be shared about how to design and implement a project using patient-centric technology.

[bruce@uMotif.com](mailto:bruce@uMotif.com)