



Envision patient advocacy, engagement, and policy service offerings

From insights to impact: We partner with clients to engage and empower the patient community to elevate their lived experiences with stakeholders influencing drug development, access, care, education, and policy

Who we are

Envision's patient-first team is comprised of professionals who have worked in and with advocacy organizations, clinical research, and life sciences industries to provide a broad range of perspectives that enable you to form strong partnerships and implement valuable impact to your organization and the patient community.



Our team of patient experts are proficient in patient advocacy, engagement, policy, safety, and services



We have developed award-winning campaigns and partnerships for our clients



We take a co-creation approach, working with clients, lay patients and advocates, patient organizations, and key stakeholders to develop trusted, meaningful, and impactful work ranging from drug development to commercialization

Strategic and functional support for patient advocacy partnerships, patient engagement in drug development, and policy reform



Disease awareness and education

- + Patient campaign development and execution
- + Co-creation of patient education materials and tools
- + Congress booth planning, design, and execution
- + Strategic communications



Insight generation

- + Proprietary AI **Insight Generator**
- + Patient journey mapping
- + Patient profiles/segmentation
- + Patient advisory boards, forums, and steering committees
- + Social listening



Policy advocacy and public affairs

- + Policy issue identification
- + Policy landscape assessments
- + Environmental and legislative tracking
- + Grassroots and coalition development



Strategic planning and management

- + Patient advocacy landscape assessments
- + Annual team functional planning
- + Sponsorship benefit tracking
- + Impact assessments and reporting



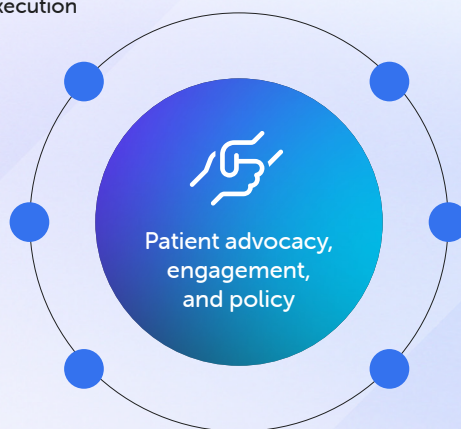
Scientific data communication

- + Patient publication steering committees
- + Patient-led integrated evidence generation planning/strategies
- + HEOR, economic/social impact analyses, RWE, patient authorship
- + Plain language summaries



Clinical trial engagement and recruitment

- + Patient voice into protocol development
- + Clinical trial engagement and/or recruitment strategy and execution
- + Impact reporting



Services are a representative list and are not all inclusive.

HEOR, health economics and outcomes research; RWE, real-world evidence.

Where can we lend our expertise? Is your team ...

Entering a new disease area and need to understand the patient landscape?

We have tools and expertise to map the patient journey, unmet needs, and key stakeholders – all supported with customizable prioritization frameworks. Our **Insight Generator**, an **Envision AI Labs** software solution, combines AI with Envision's own medical and patient expertise to rapidly synthesize your unstructured patient data into clear, traceable, decision-ready insights. It enables your Patient Engagement and Medical Affairs functions to move faster, align better, and act with confidence.

Building a strategic plan of stakeholder groups for engagement, sponsorship, and impact?

We have deep experience in developing advocacy strategies that demonstrate value and measure and deliver impact.

Incorporating patient voice into clinical trial design, execution, and recruitment?

Our team uncovers key patient insights and perspectives that impact protocol development, regulatory submissions, clinical trial execution, and recruitment plans.

Interpreting healthcare policy changes to quantify potential impacts and prepare responses?

In the face of evolving healthcare policy reforms, we serve as your thought partners providing comprehensive solutions to enhance patient and product access strategies.

Designing a patient engagement campaign that genuinely resonates with positive impact?

We provide patient education and empowerment that incorporates health literacy, learning, and design principles to facilitate understanding and behavior change.

The Envision team



Jason Debasitis
Principal, Patient Advocacy & Engagement

Jason has 15+ years of biopharma commercialization experience unifying Patient Advocacy with Commercial, Medical Affairs, HEOR, Market Access, and Corporate/ Government Affairs. He partners with life sciences clients to integrate lived patient and caregiver experience into strategies that address unmet needs and strengthen development programs. He is passionate about advancing solutions focused on the "human element" that improve both patient outcomes and product access.



Erika Werblin
Principal, Patient Advocacy & Engagement

Erika has 15+ years advancing patient-centered strategies across biopharma, with expertise spanning patient advocacy, engagement, and clinical trials. She works directly with patients to gain firsthand insights that inform strategy and execution. Erika designs programs grounded in health literacy and behavior change to support improvement in care and access. Her experience spans across rare and chronic diseases, and she has frequently spoken on patient engagement and diversity in clinical trials.



Claire Long
Head of Communications and Patient Partnerships

Claire has 20 years' experience in patient advocacy and healthcare communications. She has overseen multiple award-winning international and national patient engagement programs to empower patients to better manage their conditions. She has overseen global patient and healthcare professional collaborations, which resulted in better insights into the patient and caregiver experience, published research, and ultimately delivered policy change.