

Patient Centricity

Putting Patients at the Forefront of our Mission



At Piramal Pharma Solutions, we recognize that patients are the ultimate beneficiaries of the work that we do. Understanding patients' needs and building an organization that is dedicated to addressing those needs is the foundation of Patient Centricity. It drives us to analyze every element of our operations to ensure that they align with the requirements of our customers and their patients.



The Mission

- Instilling patient-centric behavior in everything we do
- Factoring patient-centric thinking into every decision we make
- Aligning our patient-centric actions with those of our customers
- Embracing Patient Centricity as a core ethos of the global organization
- Ensuring that Patient Centricity never devolves into just a marketing slogan

Making it a Reality

- Appointing a global Chief Patient Centricity Officer to drive the program
- Establishing Patient Awareness Councils at every PPS site
- Training of all employees on the purpose, value, and rationale for Patient Centricity
- Onboarding of new employees includes an introduction to Patient Centricity
- Supporting the program through both global and site-specific communications and activities



Stu Needleman
Chief Patient Centricity
Officer

The Role of the Patient Awareness Council

- Creating awareness of the patient perspective on each project
- Ensuring that operational systems and processes recognize and impact patient well-being, and adjusting when existing protocols do not meet the new standard
- Promoting intended results for improving and saving lives
- Stressing the importance of meeting customer expectations for project delivery
- Displaying a commitment to making a difference in patient's lives



Celebrating Patient Centricity

- Hearing directly from patients in person, via live streams and in print
- Partnering with clients to educate the Piramal community on their products and patient populations
- Commemorating our efforts annually via Piramal Patient Centricity week, scheduled to coincide with WHO's Patient Safety Day
- Sharing accomplishments and patient-centric programs across sites via newsletters, graphics, and other communications

As a core ethos of the company, Patient Centricity is a never-ending program at Piramal. We invite our clients, our suppliers, and everyone on our global team to join us on the quest to help reduce the burden of disease on patients. Reach out to stuart.needleman@piramal.com to find out how.



The PAC Award

Each year, Piramal Pharma Solutions proudly presents its Award for Excellence in Patient Centricity. To be considered, site PACs submit an entry to the CPCO with details of their nominated program, including its purpose, reach, impact, and results. Programs are evaluated for qualities such as innovation, relevance, and effectiveness, and winning PACs are invited to share the story of their program during a corporate Town Hall. The results have been outstanding – congratulations to all our PACs for their extraordinary efforts!



OUR GLOBAL PRESENCE



*Yapan Bio: A Piramal Pharma Ltd. Associate Company



Get in touch with us
contact.us@piramal.com
www.piramalpharmasolutions.com

