

Patient Engagement Professionals Industry Society

Draft Charter



Edition: June 2025



PEPS

The industry association for
Patient Engagement Professionals.

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This document has been co-developed based on the results of a co-created survey, with input from a designated task force of 12 PE Industry Professionals and further refined by PEPS member. This draft document will remain open for input to ensure we capture all Patient Engagement Industry Professionals' (PEPS) input and feedback as the group continues to evolve.

What is PEPS - Patient Engagement Professionals Industry Society¹?

PEPS is the first global community made by and for Patient Engagement (PE) industry professionals across all different levels of experience and specialty. Through collective engagement, the **PEPS industry society strives to enable and empower its members to drive meaningful change within their organizations and across the life sciences for-profit industry².**

Mission

Our mission is to create a unified voice by and for patient engagement industry professionals, while driving meaningful change, and fostering better-performing³ within the life sciences for-profit sector by co-designing life sciences health strategies and products for patients WITH patients.

Vision

A future where patient engagement is woven into the fabric of the life sciences industry, and driven by empowered professionals as a united global biopharma community for delivering groundbreaking, patient-centered innovations.

Who is a Patient Engagement Industry Professional?

For the purpose of this society, "a Patient Engagement Industry Professional" is a person⁴ working or having worked in or for⁵ a life sciences for-profit organization whose role⁶ includes ensuring that relation-based⁷ patient perspectives are incorporated into the organization's decision-making processes, policies, and practices along the medicine and/or product lifecycle⁸.

¹ The use of such a term is not intended to create any legal entity or concept

² Especially pharmaceutical companies, biotechnology firms, and medical technology companies; often referred to as "industry".

³ Including, but not restricted to, shareholder return.

⁴ Membership is individual and nominative.

⁵ As an employee, or as a for-profit service provider (full-time, part-time) who has relevant experience in the industry last ten years.

⁶ As a leader and/or practitioner.

⁷ As opposed to (only) ad-hoc questioning, survey or AI.

⁸ Exceptions may be made at the discretion of the governance body, allowing individuals outside of these criteria to participate in meetings relevant to their expertise or role.

Goals and Strategic Objectives

PEPS shape the future of the PE function, teams, and individual PE professionals globally by:

- A. Speaking as a unified voice
- B. Demonstrating the value of PE for the life science sector
- C. Defining the current and future practice of PE within the life sciences industry
- D. Leveraging collective thought leadership to train the next generation of PE leaders
- E. Being a global community for PE industry professionals

Strategic Objectives

Objective 1	Objective 2	Objective 3
Demonstrate the value of Patient Engagement	Shape PE Professional Guidances	Develop a Community and its Network
Build a case for the recognition of PE in improving patient outcomes and educate internal and external stakeholders by emphasizing the importance of individual health empowerment as a central goal of PE.	Develop and enhance ethical and professional standards and career development frameworks for PEPS, ensuring they embody core principles and skills essential for high-quality PE activities.	Creating a structured platform for all PE industry professionals to learn, share, and collaborate, thereby driving the field forward with collective expertise and innovation.

Governance and Operations

As PEPS is a newly formed professional society, a lean and adaptable governance structure is key. The goal is to establish essential operational frameworks without becoming overly bureaucratic, allowing for growth while ensuring accountability and smooth functioning from day one.

Initially, a small [Steering Committee](#) was established as a working board. With the [Secretariat's](#) support, these individuals are hands-on in getting the society off the ground and representing the society's core interests. In addition, [Working Groups/Task Forces](#) have been created dedicated to specific relevant topics.

In the future, as the society grows, additional Governing Bodies, including a compliance/audit element, will be formally established, and responsibilities will be transferred.

Current Governance and Operations Model (June 2025)

Steering Committee		
WHO	MEETS	RESPONSIBILITIES
Founding Members: Bronwyn Lewis, Rebecca Vermeulen, Roslyn Schneider	Ad hoc	<ul style="list-style-type: none">• Operational decisions until a general assembly and a board of directors are established• Strategic development• Task Forces/Working groups supervision

Secretariat

WHO	MEETS	RESPONSIBILITIES
The Synergist	Weekly	<ul style="list-style-type: none"> • Administrative host • Website & comms • Membership management • Task Forces/Working Group coordination • Meeting logistics • Financial oversight and fundraising

Publication on the value of the PE Function Working Group

WHO	MEETS	RESPONSIBILITIES
Volunteer Members	Ad hoc	<ul style="list-style-type: none"> • Publication Strategy

Building a PE Industry Competency Framework Working Group

WHO	MEETS	RESPONSIBILITIES
Volunteer Members	Ad hoc	<ul style="list-style-type: none"> • Review of existing frameworks, job descriptions, and skill gap analysis • Develop the competency domains

Community & Network for cross-industry collaboration Working Group

WHO	MEETS	RESPONSIBILITIES
Volunteer Members	Ad hoc	<ul style="list-style-type: none">• Build the community and the network

Charter-dedicated Task Force

WHO	MEETS	RESPONSIBILITIES
Volunteer Members	Ad hoc	<ul style="list-style-type: none">• Mission, vision, objectives, and guiding principles• Charter drafting

Appendix

Rationale Behind the Definition of a Patient Engagement Industry Professional

This definition of a Patient Engagement Industry Professional was developed to determine who can be part of the PEPS Industry Community (PEPS), as reflected in the charter. Below, we elaborate on the key considerations discussed during the development of this definition in the task force conversations:

- 1. Defining Participation: Working in or for Life Sciences *for-profit* Organizations:** A critical aspect of the discussions was the recognition that patient engagement industry professionals include both individuals employed directly within life sciences for-profit organizations and those working externally as consultants. *"Consultants often drive the patient engagement agenda in organizations without internal capacity,"* making it essential to include external experts who actively influence or undertake PE activities.
- 2. Leadership and Practitioner Roles:** During the task force discussions, it was noted that patient engagement industry professionals take on varying roles within an organization, ranging from strategic leadership to hands-on implementation. *"Leaders set the vision and create the framework for embedding patient engagement," (...)* *"while practitioners work to ensure those frameworks are put into action on the ground."* Including both "leaders and/or practitioners" in the definition reflects this distinction and ensures that individuals at all levels of influence are part of the PEPS Industry community.
- 3. Relation-Based Engagement:** The discussion highlighted the importance of focusing on relation-based engagement as a core principle: *"AI-driven surveys and ad hoc digital tools can't replace the depth of understanding that comes from ongoing, trust-based relationships with patients."* The task force agreed that effective patient engagement must be grounded in these relationships. This relational approach is central to the PEP's roles, as it ensures that patient perspectives are not only heard but deeply understood and acted upon.
- 4. Incorporating Patient Perspectives into Decision-Making:** One of the most significant outcomes of the task force discussions was the agreement that PEPS are those who play a crucial role in ensuring patient perspectives are embedded in decision-making processes: *"The goal is not just to gather patient insights, but to make sure those insights influence the organization's key decisions, from policies to practices."* This point underscores the impact PEPS role have in shaping how life sciences organizations operate, ensuring that patient engagement is not just a checkbox but a fundamental part of their decision-making processes.