

Patient Engagement Professionals Industry Society

A Society for Pharma, Biotech and Medtech
Industry Charter



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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 and further refined by PEPS members. This document will remain open for input to ensure we capture all Patient Engagement Industry Professionals input and feedback as the group continues to evolve.

What is PEPS - Patient Engagement Professionals Society¹?

PEPs is the first global community made by and for Patient Engagement (PE) professionals working in the for-profit life-science industry –pharmaceutical, biotechnology, or medical technology (Medtech) companies that develop and commercialize medicines, therapies, or devices (referred to as medical products).

Representing a diversity of roles, experiences, and backgrounds, PEPS strives to enable and empower its members to drive meaningful change within their organizations and across the life sciences industry.

This is a non-competitive, non-promotional space designed to foster open dialogue, learning, and personal and professional growth. Marketing approaches and competitive discussions are not permitted to ensure a safe and supportive environment for all members.

Mission

Our mission is to unite patient engagement professionals from pharmaceutical, biotechnology, and medical technology companies, amplify their collective voice, and foster a culture of co-design—shaping health strategies and products alongside patients. Through this, we aim to drive systemic change and deliver better outcomes across the life sciences ecosystem.

Vision

A future where patient engagement is meaningfully integrated and influential in the life sciences industry, powered by a united global community of professionals.

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

Who is a Patient Engagement Industry Professional?

For the purpose of this society, "a Patient Engagement Industry Professional" is a person² working or having worked within the past 10 years, in a pharmaceutical, biotechnology, or medical technology (Medtech) firm that develops and commercializes medicines, therapies, or devices (medical products), whose responsibilities³ include ensuring that relation-based⁴ patient perspectives are meaningfully integrated into the organization's decision-making processes, policies, and practices along the product lifecycle⁵.

This includes professionals in dedicated PE roles, as well as those in adjacent functions (e.g., clinical development, Medical Affairs, Market Access/HEOR (Health Economics & Outcomes Research), communications, policy, regulatory, or innovation) who actively contribute to patient engagement efforts.

Professionals working in Contract Research Organizations, agencies, and consultancy firms in a patient engagement-related position who fit the description above (referring to working in one of the industry positions within the last 10 years) are welcome to apply for PEPS membership. The Membership Committee will evaluate their application.

Strategic Objectives

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

- Shaping the Patient Engagement Profession
- Demonstrating the impact of Patient Engagement for the life science sector
- Building a global professional community

² Membership is individual and nominative.

³ As a leader and/or practitioner.

⁴ As opposed to (only) ad-hoc questioning, survey or AI.

⁵ 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.

Strategic Objectives

	Shaping the Patient Engagement Profession	Demonstrating the Impact of Patient Engagement	Building a Global Professional Community
Core Goal	Capability development and competency framework building, capturing essential skills for high quality PE professionals. Create a recognized platform that raises the profile of PE and strengthens cross-field communication.	Generate and share reproducible evidence that clearly shows the value and contribution of the PE profession to the life sciences sector.	Unite PE professionals worldwide to co-create best practices and develop future leaders. Network & community building.
Built-in focus areas	Member education; role taxonomy and competency frameworks.	Share impact studies and pilots; publish case evidence	Deliver and share learning labs; harness collective expertise to educate, mentor, and empower (emerging) leaders

PEPS Values

Non-Competitive Environment

- PEPS is a neutral, non-competitive space.
- Members collaborate to advance the patient engagement profession, not individual or organisational gain.

Collaboration and Shared Ownership

- Contributions reflect co-creation and mutual benefit.
- Society outputs are collective and open to the community unless agreed otherwise.

Confidentiality and Respect

- Members must not share confidential or proprietary information.
- Information marked as confidential in meetings or documents must stay within the Society.
- Dialogue must always be respectful and inclusive.

Transparency and Integrity

- Members should disclose affiliations and potential conflicts.
- Actions must support the shared goal of advancing the patient engagement role.

No Marketing or Commercial Promotion

- PEPS is a non-commercial forum.
- Promoting products, services, or brands is not allowed.
- Sharing practices or case studies is for learning, not endorsement.

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 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 a pharmaceutical, biotechnology, or medtech company

A key outcome of foundational discussions was the recognition that patient engagement industry professionals are those employed within pharmaceutical, biotechnology, or medical technology (Medtech) companies that develop and commercialize medicines, therapies, or devices.

These individuals may hold dedicated patient engagement roles or work in adjacent functions that contribute to embedding patient perspectives across the product lifecycle.

While many external experts and service providers support patient engagement efforts in the ecosystem, PEPS membership is limited to those working or having worked within the past 10 years in eligible companies to ensure a shared experience base and focused peer-to-peer exchange.

2. Leadership and Practitioner Roles

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 PEPS.

3. Relation-Based Engagement

This highlights 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."

Effective patient engagement must be grounded in these relationships. This relational approach is central to the PE professional'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

PE professionals 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 has 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.

