



Reservoir Patient Evidence:

TURNING PATIENT EXPERIENCE INTO EVIDENCE THAT DRIVES BETTER DECISIONS

PATIENT EVIDENCE LEADERSHIP

Reservoir's Patient Evidence practice is led by **Elisabeth Oehrlein, PhD, MS** and **Joe Vandigo, MBA, PhD**, nationally recognized experts in patient-centered evidence generation, patient-focused drug development, health technology assessment (HTA), real-world evidence (RWE), value strategy, and market access.

Originally founded as **Applied Patient Experience**, the practice was built on the belief that patient experience should be treated as rigorous scientific evidence—not anecdote—and integrated into regulatory, reimbursement, clinical, and market access decision-making. Today, Reservoir combines that expertise with its broader capabilities in evidence strategy, AI, policy, and communications to help organizations generate, organize, and apply patient evidence across the product lifecycle.

OUR STRATEGIC APPROACH

Healthcare decision-makers increasingly expect evidence that demonstrates not only whether a therapy works, but **how it affects patients' lives, what outcomes matter most to them, and how therapies perform in real-world practice.**

Reservoir helps clients generate that evidence and integrate it into regulatory strategy, HTA submissions, payer engagement, clinical development, market access, and AI-enabled decision-making.

Our work spans the full patient evidence ecosystem—from evidence planning and gap assessment to primary research, evidence synthesis, and strategic application.

CORE CAPABILITIES



Patient Experience, Burden of Disease & Access Evidence

We generate qualitative, quantitative, and mixed-methods evidence that documents how disease and treatment affect patients' lives. Through interviews, surveys, literature reviews, evidence syntheses, and landscape assessments, we help demonstrate unmet need, treatment burden, patient preferences, and barriers to access for regulators, HTA agencies, payers, providers, and policymakers.



Clinical Outcome Assessment & Endpoint Strategy

We identify the symptoms, impacts, and treatment benefits that matter most to patients and evaluate whether existing endpoints adequately capture those outcomes. Our work supports patient-focused drug development, endpoint selection, clinical outcome assessment strategy, and regulatory evidence planning.



Patient-Centered Real-World Evidence

Claims and electronic health records describe what happened—but rarely explain why it matters to patients. We combine patient experience research with real-world data, patient-reported outcomes, registries, and other data sources to generate evidence that better reflects treatment effectiveness and patient outcomes in routine clinical practice.



Provider Adoption & Care Delivery Research

Successful adoption depends on how therapies fit into clinical practice. Using ethnographic research, workflow analysis, journey mapping, and in-depth qualitative methods, we identify barriers and facilitators to implementation, informing launch strategy, patient support programs, and healthcare delivery.



Evidence for AI-Enabled & Payer Decision-Making

As AI increasingly retrieves, summarizes, and applies healthcare evidence, ensuring that patient experience is represented has become essential. We generate evidence that fills critical gaps not captured by structured clinical data or claims, supporting more informed coverage decisions, utilization management, prior authorization, medical necessity determinations, appeals, and other AI-assisted workflows.

A DIFFERENTIATED FRAMEWORK: THE PATIENT EXPERIENCE DOSSIER

Our signature **Patient Experience Dossier (PED)** provides a structured framework for organizing patient-centered evidence across the domains that matter most to decision-makers—including disease burden, unmet need, treatment experience, patient preferences, meaningful outcomes, quality of life, and access.

The PED helps organizations:

- Identify evidence gaps across products, indications, markets, and development stages
- Prioritize future evidence generation
- Organize patient evidence for regulatory, HTA, and payer engagement
- Integrate patient-centered evidence into broader evidence planning and strategy
- Ensure patient experience is represented in AI-enabled evidence ecosystems

WHY RESERVOIR

Reservoir combines deep scientific expertise in patient-centered research with strategic experience across evidence generation, market access, policy, communications, and AI. We help organizations move beyond isolated patient studies to build integrated evidence strategies that demonstrate the value of therapies through the outcomes that matter most—to patients and to the healthcare decision-makers who increasingly expect patient-centered evidence.