



Reservoir Patient Advocacy & Engagement

ELEVATING THE PATIENT VOICE. SHAPING LASTING CHANGE.

Meaningful progress in healthcare starts with the people most affected by the system. Patient advocacy and engagement ground stronger decisions, more relevant strategies and programs that reflect what individuals and communities need to achieve better health. Reservoir centers these voices to help clients and partners transform lived experience into action that strengthens awareness, access, trust, and lasting value.

WHY RESERVOIR

Reservoir brings policy, access, and market expertise to every engagement, which allows clients to navigate complexity with clarity. Experience across the lifecycle – early research, clinical development, product launch, commercial strategy, and health system dynamics – positions Reservoir to work across silos, connect insights that often remain isolated, and help clients act with precision and purpose. Authentic relationships with community leaders and advocacy organizations ensure strategies are rooted in lived experience. This delivers durable trust and enables solutions that hold up in real-world environments.

OUR APPROACH

Reservoir collaborates with life sciences companies to design and deliver patient advocacy and engagement strategies that accelerate clinical, commercial, and policy outcomes. Each effort supports organizational readiness, aligns internal teams around patient-centered priorities, and ensures touchpoints are equitable and purposeful.

We help companies:



BUILD

Organizational readiness and cross-functional alignment to establish and strengthen patient engagement and advocacy functions



CONNECT

Stakeholder maps, engagement plans and relationship strategies that reflect shared priorities and enable enduring partnerships



UNDERSTAND

Insights gathered through patient advisory boards, focus groups, social listening, and Reservoir's Patient Access Pathways to clarify what truly drives outcomes



EDUCATE

Multi-channel campaigns shaped by patient voices to expand health awareness, strengthen literacy, and support informed decisions



ACTIVATE

Community-centered policy and coverage mobilization that channels lived experience into decisions that prioritize patient needs and access

Reservoir listens to patients and understands the systems that shape their care. The work we do with our clients and partners turns that understanding into better health outcomes.

PATIENT ADVOCACY & ENGAGEMENT IMPACT

Reservoir's deep engagement and authentic relationships with community leaders, advocacy groups, and patients combines with its integrated policy, access, and market expertise to drive durable health and business outcomes. We have partnered with clients to:



Strengthen Vaccine Confidence and Access serving as the backbone of the nation's largest coalition of vaccine advocates, demonstrating how sustained, community-centered engagement can shift behavior and improve health outcomes at scale.



Advance Patient-Centered Cardiovascular Equity using our Patient Access Pathways research approach to gather insights about patient experience to inform provider education, advocacy priorities, and policymaker engagement.



Drive Community-Led Maternal Health Solutions by convening local stakeholders to identify shared priorities and strengthen collaboration, shaping a foundation's redesigned maternal health grantmaking strategy.



Map the Path to Authentic Engagement in Sickle Cell Disease using synthesized insights on more than 80 organizations and national experts to help a gene therapy company define a clear engagement and access roadmap grounded in community values, advocacy priorities, and drivers of trust.



Help Build the Patient Advocacy Function for an Emerging Biopharma Company to support its growing team, ensuring patient-focused values and structures take root early and guide future decisions and engagement.



Embed Patient Experience to Guide Commercial Positioning using landscape assessments, stakeholder maps, and facilitated forums to integrate patient perspectives into early commercial decisions, sharpen clinical trial strategy, improve cross-functional alignment, and strengthen relationships in priority markets.

CONTACTS

Chrystine Zacherau | czacherau@reservoirhealth.com

Robert Schooling | rschooling@reservoirhealth.com