Ask the Pro’s
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## DBSA Campaign Overview

### Identify Unmet Need
- Current clinical trial endpoints focus on symptom reduction
- Patients report what is most important to them is improvement in domains that support functionality

### Utilize Resources
- FDA: PACE, CDER
- White Paper: Describe unmet need and offer a path forward
- Mentors: Learn from others’ past experience

### Meaningful Output
- Scientific Workshop: Convened all the stakeholders to explore patient defined wellness
- Externally-led PFDD Meeting: format for patients to share what outcomes are important to them
Collaborative Strategy

Key to successful campaign

Identify the Intersection Between the Needs of the Agency and the Community
Develop an Attainable Strategy

FDA language:
- homogeneous dimensions and domains
- validated scales

Patients language
- what’s working, what’s not working in my life
- heterogeneous life circumstances

More similarities than we might think

DBSA Role
Bridging the Gap