



Depression and Bipolar  
Support Alliance

## **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



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# Collaborative Strategy

*Key to successful campaign*

Identify the Intersection Between the  
Needs of the Agency and the Community

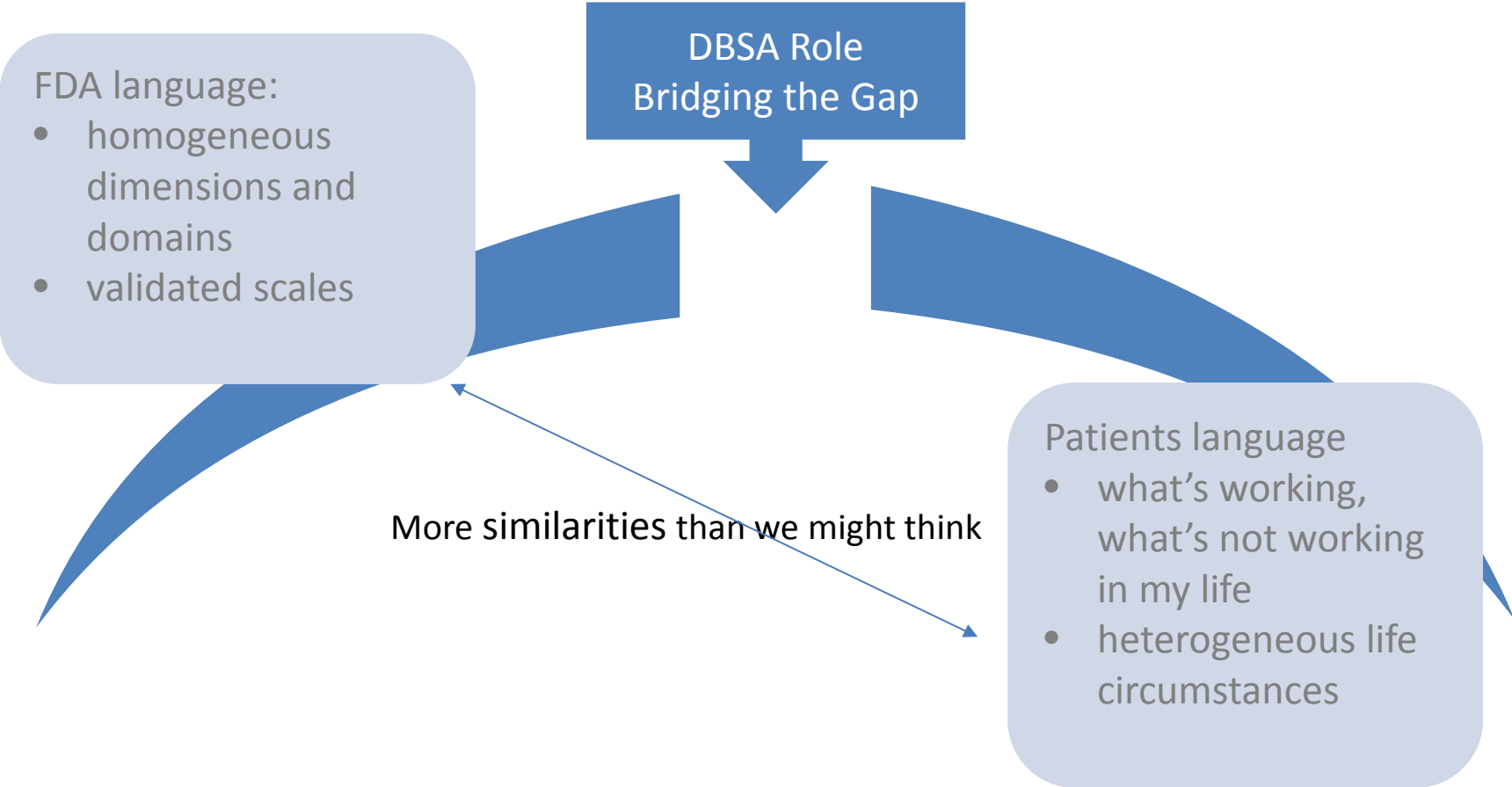


Patient Community



# Develop an Attainable Strategy

**DBSA Role  
Bridging the Gap**



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graph TD; A[DBSA Role Bridging the Gap] --> B[ ]; B --- C[ ]; C <--> D[ ]; E[More similarities than we might think] --- C; E --- D;
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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