



# Shared Decision-Making

A digital platform developed to support patient-centered care and patient-reported outcomes (PROs)



# About Patient-Centered Care

---



Patient-centered care has seen a significant and sustained increase in attention and adoption within healthcare systems worldwide, becoming a **cornerstone of high-quality care.**

This trend reflects a shift towards prioritizing the patient's unique needs, preferences, and involvement in decision-making, leading to **improved patient satisfaction, better health outcomes, increased patient adherence** to treatment, and **more efficient healthcare delivery.**

The integration of **technology** and standardized tools can contribute to the application of patient-centered care and **shared decision-making (SDM).**

---

# Shared Decision Making

The Pinnacle of  
Patient-Centered Care

“When more than one viable treatment or screening option exists, clinicians can facilitate shared decision-making by encouraging patients to let clinicians know what they care about and by providing decision aids that raise the patient's awareness and understanding of treatment options and possible outcomes.”

# Eoci's Shared Decision-Making Turnkey Solution



## Purpose of structured shared decision-making activity

- **Facilitates shared decision-making** (SDM) between patients and healthcare professionals (HCPs)
- Assesses and **compares patient and physician perspectives** on disease management and priorities
- Collects data to generate Real World Evidence (RWE), **including PROs**, measuring the impact of SDM on treatment decisions, patient satisfaction, and patient outcomes
- **Increases awareness of novel treatment options** and guidelines-directed care
- **Motivates treatment change** when appropriate

The screenshot displays the user interface of the Eoci Shared Decision-Making Turnkey Solution. At the top, a header bar identifies the 'Clinical Intervention Program' and the user, Dr. Moira Ghazal. Below this, a dashboard provides a summary of patient enrollment (3/5) and assessment completion (1 out of 3). A table lists patient names, IDs, and their current status in the program. The main content area shows a personalized message to a patient named Julia, along with a 'Start assessment' button. On the right, a sidebar indicates the current question in the assessment and provides a 'Next' button.

**Clinical Intervention Program**  
Leveraging Shared Decision Making Models to Navigate Novel Therapy Selection & Assessment

Dashboard

Welcome back,  
Dr. Moira Ghazal

Mount Royal Medical Clinic

+ Enrol new patient

Patients enrolled  
3/5  
5 patients available

Assessments complete  
1 out of a possible 3

Patient name	Patient ID	Status	HCP Questionnaire
Julia Ross	2798	In Progress (1/2)	✓
Ronald Richards	4600	Enrolled	✓
Jerome Bell	4846	Awaiting Recommendation	✓
Robert Fox	9151	Registered	✓
Bessie Cooper	6025	Follow Up Complete	✓

**Clinical Intervention Program**  
Leveraging Shared Decision Making Models to Navigate Novel Therapy Selection & Assessment

Dr. Moira Ghazal  
Mount Royal Medical Centre

Hello Julia,

You have been sent an assessment from Dr. Moira Ghazal to complete. This assessment should take you 10 minutes to complete.

Use the button below to access your secure assessment link.

Start assessment →

**Clinical Intervention Program**  
Leveraging Shared Decision Making Models to Navigate Novel Therapy Selection & Assessment

Category 3 of 4

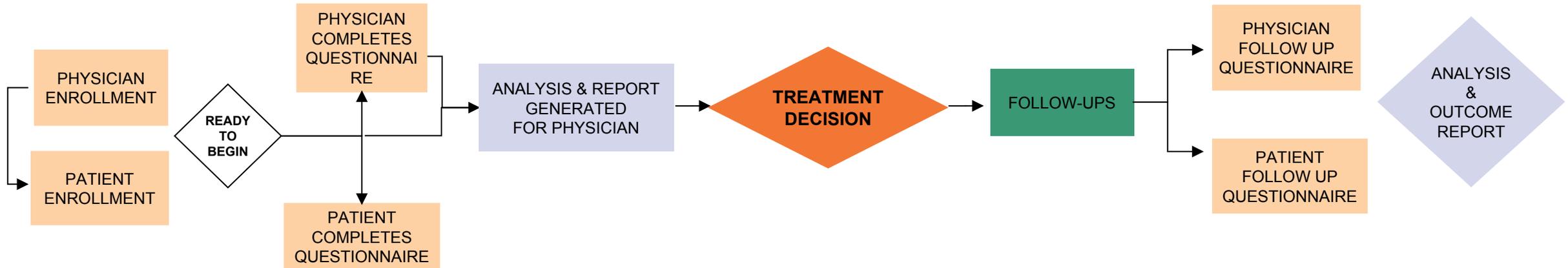
Next →

Question 4

Has your healthcare provider discussed the route of administration of the various treatment options as it relates to convenience, i.e., frequency of dosing, self-administration vs. clinic-administered?

Yes  
 No  
 Unsure

# Shared Decision-Making Process and Data Flow



- Platform is **PIPEDA and PHIPA compliant** and **ISO certified** to collect identifiable patient data
  - Data is identifiable only for the treating physician and de-identified at source for third-party users (eoci and platform administrator)
- Approved by **independent ethics review** board
- Timeline for roll-out: 3-4 months / Timeline from roll-out to final report: 6-12 months

# Shared Decision-Making

## *What we measure*

---



### CONCORDANCE & DISCORDANCE OF PHYSICIAN & PATIENT PERSPECTIVES

SEVERITY OF DISEASE  
PATIENT NEEDS, PREFERENCES, EXPECTATIONS  
PHYSICIAN PRIORITIZATION CRITERIA

### IMPACT OF THE SHARED DECISION-MAKING APPROACH

PATIENT SATISFACTION  
IMPACT ON TREATMENT DECISION  
PATIENT & PHYSICIAN REPORTED  
EFFICACY OUTCOMES

# Shared Decision-Making

## *Example of questions*

← Category 3 of 6 Next →

---

**Question 3 \***

To what degree does HAE negatively impair or interfere with your quality of life (overall well-being)? (rated on a scale from 0=no impairment to 10=severe impairment)

0  1  2  3  4  5  6  7  8  9  10

**Question 3 i \***

Do you have any concerns about the degree of impairment/interference of HAE on your quality of life?

Yes  No

**Question 4 \***

To what degree does HAE negatively impair or interfere with your lifestyle (daily habits, behaviors, activities, and social interactions)? (rated on a scale from 0=no impairment/interference to 10=severe impairment/interference)

0  1  2  3  4  5  6  7  8  9  10

**Question 4 i \***

Do you have any concerns about the degree of impairment/interference of HAE on your lifestyle?

← Category 2 of 2 Finish →

---

In the following questions we would like to get more details about the difficulties and problems that may be associated with your recurrent swelling episodes (angioedema) (during the **last 4 weeks**)

**Question 6 \***

Do you have difficulty falling asleep?

Never  Rarely  Occasionally  Often  Very often

**Question 7 \***

Do you wake up during the night?

Never  Rarely  Occasionally  Often  Very often

**Question 8 \***

Are you tired during the day because you are not sleeping well at night?

Never  Rarely  Occasionally  Often  Very often

# Case Study

Shared decision-making **quality improvement initiative in a rare disease** where **multiple treatments exist** with similar efficacy profiles, but where all options are injectables or intravenous, **except for one being an oral therapy**.

*As of October 6, 2025*

## 17 SPECIALISTS HAVE ENROLLED 45 PATIENTS



**27 patient/physician pairs** have **completed** the activity

18/27

Physicians and patients had **different perceptions of disease severity**

8/27

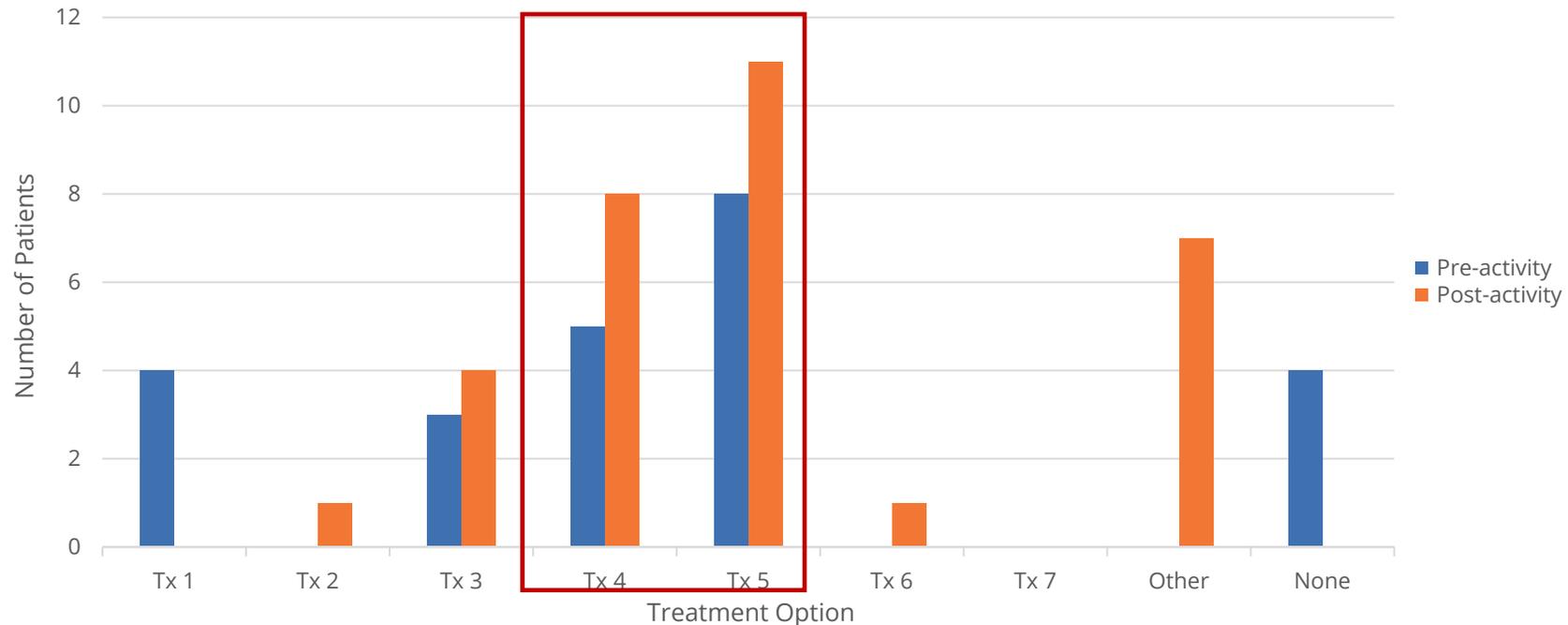
Cases where **physicians underestimated impairment on daily life** of patient by  $\geq 2$  points on Likert scale

24/27

Cases where **treatment was modified or discontinued** because of this activity

# Case Study: Preventive Treatment Selection *Before and After*

## Preventative Treatment Before and After SDM Activity



- **Following assessment, the use of Tx 4 and Tx 5 increased**, while some patients shifted from no treatment to other preventive options.
- This reflects a trend toward **greater uptake of newer preventive therapies** compared to baseline.

# Case Study

## *What participants have said*

---

*"This is very important for me because it makes me feel like people care about our condition and have interest in improving treatments."*

*"It was a positive experience. Helped me identify concerns that I was having difficulty articulating and opened lines of communication between myself and the physician."*

### **PATIENTS' FEEDBACK**

*"This has been a very helpful experience. The Horizons program could be used in many areas of chronic disease. The program helped provide me with an enhanced understanding of the patient's needs and current perspective of their treatment."*

*"I feel we have built a stronger doctor-patient relationship."*

### **PHYSICIANS' FEEDBACK**

# Patient Enrollment & Management Dashboard

**Clinical Intervention Program**  
Leveraging Shared Decision Making Models to Navigate Novel Therapy Selection & Assessment

🔒

Dashboard

Welcome back,  
Dr. Moira Ghazal

Mount Royal Medical Clinic

+ Enrol new patient

Patients enrolled

3/5

---

5 patients available

Assessments complete



1 out of a possible 3

Patient name	Patient ID	Status	HCP Questionnaire	Patient Questionnaire
Julia Ross	2798	In Progress [1/2]	✓	
Ronald Richards	4600	Enrolled		
Jerome Bell	4846	Awaiting Recommendation	✓	✓
Robert Fox	9151	Registered		
Bessie Cooper	6025	Follow Up Complete	✓	✓

# Patient Assessment Questionnaire

**Clinical Intervention Program**  
Leveraging Shared Decision Making Models to  
Navigate Novel Therapy Selection & Assessment

Dr. Moira Ghazal  
Mount Royal Medical Centre

Hello Julia,

You have been sent an assessment from  
Dr. Moira Ghazal to complete. This assessment  
should take you 10 minutes to complete.

Use the button below to access your secure  
assessment link.

Start assessment →

**Clinical Intervention Program**  
Leveraging Shared Decision Making Models to  
Navigate Novel Therapy Selection & Assessment

Category 3 of 4

Next →

Question 4

Has your healthcare provider discussed the  
route of administration of the various  
treatment options as it relates to  
convenience, i.e., frequency of dosing,  
self-administration vs. clinic-administered?

- Yes
- No
- Unsure

**Clinical Intervention Program**  
Leveraging Shared Decision Making Models to  
Navigate Novel Therapy Selection & Assessment

Category 4 of 4

Finish ✓



Questionnaire  
Complete

# Visualization of Comparative Physician and Patient Responses & Treatment Decision Screen

**Shared Decision Making**  
SDM Platform Treatment Summary & Decision Screen

Dashboard Patients

← Julia Ross Awaiting Rec. Download PDF Treatment Decision

Date of birth	Age	Gender	Consent form received
January 1st, 1990	34	Female	✓
Phone number	Email address	City and province	Patient ID
+1 457 412 3456	user@mailprovider.net	Toronto, Ontario	2798

Burden of Disease Impact of Current Treatment **Shared Decision Making**

**Yes/No Questions**

Misalignment on Yes/No questions  
2/5

Question	Patient	Physician
Concern 1	Yes	No
Concern 2	Yes	No
Concern 3	No	No
Concern 4	Yes	Yes
Concern 5	Yes	Yes

**Scale Questions**

Average Discordance: 1.33 Points with > 2 Point Misalignment  
1/3 Questions

Legend: ○ Patient ○ Physician

Scale Question: 4 ————— 7

Patient concerns: Yes  
Patient Open Ended Response

Physician concerns: Yes  
Physician Open Ended Response

× Treatment Decision

**Treatment Decision**

Some text here about Treatment Decision.

Review Health Canada Approved Treatments

**Acute treatments**

Question	Patient	Physician
Current Treatment	Lorem ipsum	Lorem ipsum
Patient's Top 3 Factors	Lorem ipsum	Lorem ipsum

**Select post-assessment treatment recommendation\*:**

Treatment A  Treatment B

**Detail your rationale and reasoning here\*:**

Open Text

**Other treatments**

Question	Patient	Physician
Current Treatment	Lorem ipsum	Lorem ipsum
Patient's Top 3 Factors	Lorem ipsum	Lorem ipsum

**Select post-assessment treatment recommendation\*:**

Treatment A  Treatment B  Treatment C  Treatment D  Treatment E

**Detail your rationale and reasoning here\*:**

Open Text

Complete Assessment

# Benefits of SDM Platform

---



## PROMOTION OF PATIENT-CENTRED CARE

Ensures patients' rights to be informed and involved in treatment decisions. With option to tailor questionnaires for adults and young patients aged 12+, the platform captures **patient perspectives and experience around their disease**, ensuring that treatment plans align with their **preferences, needs and values**.

## REFLECTION OPPORTUNITY FOR PHYSICIAN TX DECISIONS

**Comparing patient and physician perspectives** on disease severity and treatment options; provides an **opportunity for physicians to reflect** on their current decision-making process, evaluates if their perspective aligns with their patients', and uncovers unconscious biases

## INCREASE AWARENESS & FACILITATE ADOPTION OF NOVEL THERAPIES

Encourages physicians and patients to **explore and consider innovative therapies**, particularly in areas where **resistance or hesitation is common**, or where the physician's perspective on disease severity, treatment goals, benefits of different regimen options, etc., can differ from the patients'.

## DATA COLLECTION & ANALYSIS REAL WORLD EVIDENCE GENERATION

Beyond enhancing patient care, our platform collects and analyzes **data to generate RWE and PROs**. This evidence is valuable to measure the impact of an **SDM approach on patient satisfaction and outcomes**. This approach works within the realms of physician comfort with decision-making and objective evaluation.