18F Prototype
PatientsLikeMe.com Exploration
Date: June 19, 2015

Purpose: Evaluate the website to determine consumer interest in adverse event transparency and reporting

Notes:

1. Website petitions consumers to register and share their conditions, treatments, and symptoms
2. Data not readily available from the main screen
3. Consumers can select their data for research, but site does not provide ability for researchers to receive data in raw format for data mining and ad hoc analysis
4. Colorful graphics including horizontal stacked bar charts. Horizontal bar charts are standard to allow enough space for long preferred terms and events.
5. Drilldown capability on conditions, treatments, and Symptoms provides the consumer the ability to review additional information.
6. Site contains real testimonials from consumers and has become almost like a healing community for like suffering patients.
7. The site provides search and browse options
8. Modern looking streamlined UI is pleasing experience.
9. Different types of filter designs including sliders, check boxes, drop downs, free text etc.
10. The site includes a rating system
11. Patients can decide to share their data with only PatientsLikeMe members.
12. Definitely untapped potential for receiving additional safety information from a patient population. Can see why FDA wants to engage this website and get social media type information in their transparency effort.

End of Exploration