



# European Cancer Patient Coalition

# prefer.

## PATIENT PREFERENCES

NEW PREFER CONTENT AVAILABLE

**What is a patient preference? Find out in 5 different languages!**

Patients choose medical products based on preferences. [But what is a patient preference?](#)

Find out in your language! More language versions are coming, but so far, you can find the video about patient preferences translated to:

- [Romanian](#)
- [Spanish](#)
- [Catalan](#)
- [Greek](#)
- [French](#)

Drugs are made for patients. And patients speak different languages. [Learn about PREFER in your language!](#)



Check the [PREFER website](#)

Please, do not hesitate to **share the video** among your networks and promote it on social media to increase their visibility. If you would like to **know more about [PREFER](#)**, you can subscribe to **PREFER newsletter** via this [link](#).

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PREFER project is funded by the **EU's Horizon 2020 Programm and EFPIA**. The main aim is to provide an indication on how patient preference studies can provide valuable information on how and when to include patient perspectives in drug and medical product development.

ECPC is involved in the Patient Advisory Group (PAG) to ensure that the identified methodologies are consistent with the specific views, experiences and preferences of patients.



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