



KITH COLLECTIVE

Crafting patient-centricity with purpose

A consulting practice dedicated to speeding adoption of patient-centered practices that return lasting social value.

MEET THE KITH COLLECTIVE

Kim McCleary, Founder & CEO



- Nationally regarded, subject matter expert on patient-focused medical product development, patient-centered benefit-risk assessment, and organizational change.
- Five years on FasterCures' senior leadership team, working with stakeholders across the biomedical R&D sector to advance best practices and shape policy that supports better integration of patient perspectives.
- 22 years as chief staff executive for the CFIDS Association of America, now known as the Solve ME/CFS Initiative, charting mission-driven research, policy, advocacy, education, patient engagement, and support programs over two decades of dynamic change.
- Experienced consultant, with three years building and leading the Kith Collective on top of prior experience, including crafting the "Unite Narcolepsy" initiative to leverage the FDA's 2013 patient-focused drug development meeting on narcolepsy.

Samantha Mayberry, Director of Client Services

- Nearly a decade of experience in program and event management and leadership in the medical research and patient advocacy field.
- Seven years at FasterCures, working alongside Kim to advance the integration of patient perspectives, as well as leading one of the foremost, cross-sector events in the biomedical research field.
- Launched and lead patient-centered programs as director of patient education, engagement, and advocacy at the National Osteoporosis Foundation, including a patient-reported data registry, a first-of-its kind tool for the osteoporosis community.



HIGHLIGHTS OF OUR WORK WITH NONPROFIT PARTNERS

Patient-Focused Medical Product Development (PFMPD)

- Shepherded, facilitated, and reported on numerous FDA-led and externally-led PFMPD initiative meetings
- Designed and fielded several PFMPD-related community surveys

Integration of patient perspectives across the medical R&D spectrum

- Developed a community research review process for a major nonprofit research funder
- Integrated patient perspectives into a basic science initiative supported by a major philanthropist

Patient advocacy organization capacity building

- Guided the development of the first global nonprofit alliance in a rare brain disease space
- Led a year-long visioning and strategic planning process for a patient advocacy organization

Patient-centered framing of healthcare system topics

- Developing a roadmap to aid patient advocacy organizations navigate the process of applying for a new or revised ICD code
- Gathered perspectives from top patient advocacy leaders to inform a proposal to NIH regarding the patient-utility of clinicaltrials.gov



HIGHLIGHTS OF OUR WORK WITH LIFE SCIENCE COMPANIES

Patient insight elicitation

- Plan, moderate, and summarize advisory boards & roundtables
- Conduct structured interviews to deepen understanding of patient journey, benefit-risk tradeoffs, and treatment experience

System design to expand adoption of PFDD

- Customize PFDD frameworks to organizational structure and size, therapeutic areas, and intervention modalities
- Develop and provide internal PFDD training programs

Relationship-building with patient advocacy organizations

- Facilitate introductions, identify shared priorities, and construct mutually beneficial collaborations
- Gather insights from patient advocacy partners about company patient engagement efforts to inform planning and execution

Documentation of PFDD-related learnings

- Synthesize data to map the patient journey and identify preference-sensitive considerations that affect treatment selection and adherence
- For internal or external communications, tell the story of a PFDD activity and how what was learned through it affected program decisions