

GENERAL CONSIDERATIONS FOR PATIENT PREFERENCE STUDIES



An explainer from the ICH Secretariat



What are Patient Preference Studies (PPS)?

PPS are studies that ask patients what matters most to them about drugs and other health interventions for diagnosis, prevention or treatment.

These studies help drug developers and regulatory authorities to understand what patients value most when they make choices for themselves, considering effectiveness, side effects, safety outcomes, convenience and other factors. PPS can also identify patient communities with different preferences that might otherwise go unobserved.



How is the information from PPS used?

The information gained from these studies informs drug development decisions and the way clinical trials are designed and conducted. PPS also complement the clinical data reviewed by drug regulators by adding patients' perspectives to the evidence used for benefit-risk assessments.



What is the purpose of ICH harmonised Guideline E22?

There is a growing need for medicines to more precisely meet the needs of different patient groups while targeting specific diseases. PPS are used by drug developers and regulatory authorities but not everywhere and not consistently.

The [E22 Guideline](#) aims to further harmonise approaches to PPS for regulatory authorities and the pharmaceutical industry in different countries and support the routine inclusion of patient preferences in decision-making.



What will be covered by the E22 Guideline?

This Guideline covers general principles, information on different types of PPS, and recommendations and practical considerations for designing and conducting PPS. The focus of the ICH E22 Guideline is on PPS using stated-preference methods (studies where patients are asked to state their choice through surveys or interviews).



How can I participate in the public consultation?

You or your organisation can submit comments to your national regulatory authority if it is holding a public consultation on this Guideline, or you can submit your comments directly to ICH.

Find the draft E22 Guideline and associated documents along with information on how to participate in the public consultation at <https://ich.org/page/public-consultations> or click [here](#).

Published 6 January 2026