

GENERAL CONSIDERATIONS FOR PATIENT PREFERENCE STUDIES



An explainer from the ICH Secretariat



What are Patient Preference Studies (PPS)?

PPS are formal studies that ask patients what matters to them, how much these things matter, and the trade-offs that they are willing to make between different options.



How is the information from PPS used?

The information gained from these studies can inform various aspects of drug development, such as identifying unmet medical needs, designing and conducting clinical trials, and interpreting the results from clinical studies.



What is the purpose of ICH harmonised Guideline E22?

The [E22 Guideline](#) aims to further harmonise approaches to conducting PPS for use by regulatory authorities and the pharmaceutical industry in different countries and support the consideration of PPS in cases where they can enhance the understanding of patient perspectives and inform decision-making across the drug development continuum.



What will be covered by the E22 Guideline?

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 on the draft E22 Guideline during the public consultation period.

Please submit your comments either to your national regulatory authority if it is holding a public consultation on this Guideline, or directly to ICH, and send each comment only once so they can be handled efficiently.

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](#).

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