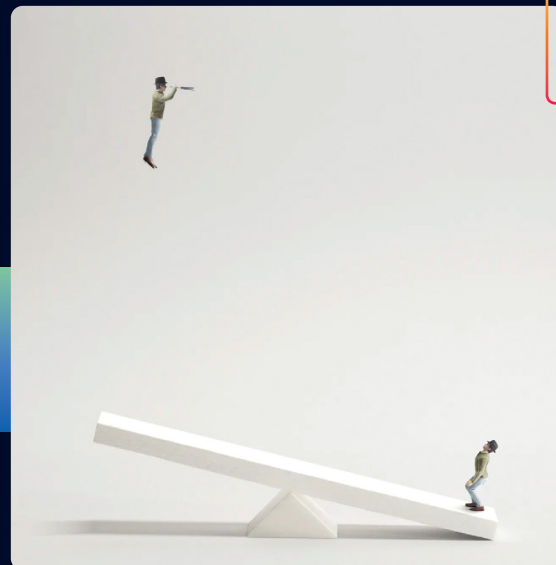


# One2Treat Voice & One2Treat Insights

Amplify Patient Voice



## Clinical trial data tell many stories, so why listen to just one?

One2Treat Voice and One2Treat Insights are software solutions that integrate multiple meaningful dimensions in your treatment assessment to determine its overall value, align your program with what patients really need, and ultimately deliver better outcomes.

## One2Treat Voice

One2Treat Voice captures and prioritizes input from patients and clinicians to:

- Enable the definition of multidimensional primary endpoints using the Net Treatment Benefit methodology
- Bring patient and clinician preferences into trial design
- Create a structured, data-driven prioritization of clinical outcomes

*Aligns endpoints with real-world priorities to make trial design more efficient, meaningful, and impactful.*

### What Is the Net Treatment Benefit?

The Net Treatment Benefit (NTB) is a comprehensive estimator of treatment effect for randomized clinical trials. Unlike traditional statistical assessments, it expresses multiple clinically relevant outcomes in a holistic, hierarchical assessment.

## One2Treat Insights

One2Treat Insights evaluates treatment effects across efficacy, safety, and patient-reported outcomes in a single, integrated analysis to:

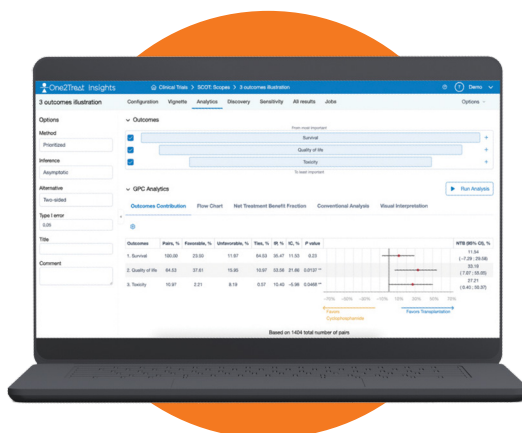
- Build a clearer picture of treatment value
- Inform safe and effective dose selection strategies in alignment with FDA's Project Optimus
- Make benefit-risk trade-offs quantitative and actionable
- Support evidence-based Health Technology Assessments (HTA), pricing decisions, and commercial messaging

*Ensures more comprehensive understanding of the NTB and generates credible evidence for value demonstration and market access alignment.*

# The New Standard for Trial Design

**One2Treat Voice** and **One2Treat Insights** offer more than uncompromising excellence in patient centricity. They also:

- Deliver stronger insights from fewer patients to improve real-world relevance
- Balance the priorities of patients, clinicians, regulators, and sponsors
- Support strategic decisions across the clinical development journey
- Link science to commercial strategy for better benefit-risk assessments



## The result?

- Trials that are aligned with patient needs
- Reduced sample size
- Accelerated timelines
- Increased savings
- De-risked go/no-go decisions
- Stronger case for internal governance, external partnerships, and regulatory alignment

When Every Data Point Represents a Patient, Accuracy and Integrity Aren't Optional – They're Everything.

**That's Why It's IDDI.**



[See What One2Treat Voice and One2Treat Insights Can Do](#)



IDDI is a trusted clinical data science partner. With 35+ years of research-driven experience, we combine therapeutic expertise, biostatistical leadership, and regulatory insight to mitigate risk from design to registration and beyond. We deliver uncompromising excellence in biostatistics, strategic consulting, clinical data management, IDMCs, and supporting eClinical technologies, because when every data point represents a patient, perfection is the only option. Learn more at [IDDI.com](http://IDDI.com).