



## Human Factors Engineering: Advancing Care, Expanding Markets

PDD are leaders in Human Factors and Usability Engineering. We partner with the world's most influential healthcare companies to design experiences that transform the lives of patients, carers and healthcare professionals. With over 30 years' expertise, we've conducted 250+ usability studies globally, engaging 4000+ participants in key therapy areas including COPD, Hepatitis C, MS, Peripheral Arterial disease, Psoriasis, Haemodialysis and Diabetes — both in home and clinical settings.

We adhere to IEC:62366, FDA, MDR and NMPA HF guidelines.  
PDD is accredited to ISO13485:2016 and client-audited to 21CFR820.



Understanding user needs to drive behaviour change and adherence



Engaging users early in the process to mitigate risk



Improving UX interfaces for connected healthcare devices



Validating and testing final designs to ensure safety and efficacy

## Team

We are an experienced and diverse team of specialists from human sciences, design, business strategy and engineering, working globally from studios in London, Shanghai, and Hopkinton MA.

Our interdisciplinary teams work in close collaboration throughout the entire process, taking a holistic approach to product and experience design. This enables us to deliver desirable, feasible and commercially successful innovations.

## Expertise



### Pre-submission Expert Review

Comprehensive review of HFE packages, including task, risk and threshold analysis, prior to regulatory submission.



### Global Reach and Compliance

Understanding and shaping regulations, delivering formative and summative evaluations in Europe, Australia, Japan, China and the US.



### Patient Recruitment

Creating bespoke approaches for specialist, challenging patient recruitment across cultures, languages and geographies.



### Collaborative Stakeholder Engagement

Exploring requirements collaboratively, enhancing Human Factors understanding from an early stage in the development process.

## Clients



For more information please get in touch →

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