



# Best Patient-Centric Approach

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## Winning Entry:

Co-creating better outcomes for patients by patients



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### Entrants' short summary

The Hive, ViiV Healthcare's specialist HIV digital innovation unit, and C Space Health embarked on a mission to address areas of need in HIV care that go beyond the treatment. We've created a virtual online community of like-minded individuals who trust, value and appreciate opportunities to share experiences. It's allowed us to truly deliver breakthrough innovations that improve the lives of those affected by HIV and support the work of people who treat them. By empowering patients as innovation partners, our ideas resonate. It keeps us honest to the brief and ensures we don't put commercial satisfaction above real patient need.

### What the Judges said:

"The entry was particularly impressive as they took a common research methodology and enhanced it to make sure that **results drove decision-making** in the company. The methodology was also 'always on', meaning that it could take the place of other projects or elevate the status of studies that could have been overlooked. The entry demonstrated that **patients are effectively partners** in the decision making and not just respondents. Many companies talk about being patient-centric but by **putting the patient at the heart of research design and development**, this is one of the few examples where that statement can be believed."