



# Best Patient-Centric Approach

Sponsored by



## Winning Entry:

### Mission made Possible



**Philippa Hammerton**  
Red Leaf



**Liz Vickery**  
Red Leaf



**Dr. Kyrie Andersen**  
AbbVie Ltd.



**Sally Rajah**  
AbbVie Ltd.



**Victoria Black**  
AbbVie Ltd.

**Supporting Team:**  
**Steve Lowery**  
Red Leaf

**Jordan Ashall**  
Acumen Fieldwork

### Winners' Statement

“‘Mission made possible’: the team demonstrated, through collaboration and sensitivity, that deep insight into the needs of a marginalised and vulnerable community was possible, thereby laying the foundations for a patient-centric strategy that supports delivery of the shared goal of HCV elimination.”

### Entrants' Short Summary

With low hepatitis C (HCV) diagnosis and treatment rates inhibiting the World Health Organization's goal to eliminate this now curable virus, AbbVie and Red Leaf embarked on a challenging project to understand the barriers to HCV clearance among the often marginalised injecting drug user community. A 'mission made possible', comprising partnership with an expert patient advocate, community interviews and deliberative research with professionals and volunteers, culminated in the delivery of an emotionally powerful, insight rich patient narrative; a narrative that is already driving AbbVie's patient-centric strategy to support delivery of the shared goal of HCV elimination.