



Best Patient-Centric Approach

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"At Partners4Access we are delighted to be sponsoring the BOBI 'Best Patient-Centric Approach' award. We are strong believers that the patient should be at the forefront of all pharmaceutical development activity; sometimes however 'patient centricity' as a term is overused and underplayed. This award recognises those companies that go above and beyond in search of truly putting the patient at the centre of everything they do. At Partners4Access, we believe in a sustainable orphan drug, cell and gene therapy world. That means helping drive access to the most appropriate treatments for patients and physicians, a fair return on investment for manufacturers at an affordable proposition for payers. This award is therefore very close to our hearts and minds."

Winning Entry:

Waking Up To Psoriasis: How Research Insights Formed the Bedrock of a Campaign That Inspired People With Psoriasis Across the UK



Helen McAteer
Psoriasis Association



Alexandra Orton
LEO Pharma UK



Julie Wong
LEO Pharma UK



Niamh Griffin
WE Communications



Jon Freeman
Synergy Healthcare Research

Winners' Statement

"The Wake Up To Psoriasis campaign was driven by robust and emotionally compelling research insights into the impact of psoriasis on patients' lives. This resulted in increased public understanding, reduced social isolation and encouraged patients to re-engage with their healthcare."

Entrants' Short Summary

The Wake Up To Psoriasis campaign was driven by research designed, analysed and reported in partnership with the Psoriasis Association to identify insights into the impact of psoriasis which supported LEO Pharma's patient-centric strategy.

Working with the Psoriasis Association, health professionals and patients reflected all parties' commitment to patient engagement and generated insights that aided patient-centric decision-making via a campaign which had a huge impact on patients and the general public by increasing understanding, reducing social isolation and encouraging patients to re-engage with their health professional.