



best of business intelligence

Excellence in Improving Market Access to Treatments

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Winning Entry:

Achieving Equitable Care In Advanced Parkinson's Disease



Jamie Margerison
Impact Health



George Sheen
Impact Health

Natalie Marley
AbbVie Ltd.

Winners' Statement

"Massive thanks to all the engaged teams which made this project successful! We are delighted to have played a part in the development of initiatives that have tangibly helped patients with Parkinson's disease access the therapies that they truly need."

Entrants' Short Summary

When Parkinson's disease reaches its advanced stages, it is vitally important that patients have access to a therapy appropriate to their symptoms' severity and 'complexity', which is currently not always the case.

In partnership with AbbVie, we employed a quantitative and qualitative methodology with hub-and-spoke recruitment that allowed us to reach relevant HCPs in Parkinson's-referring hospitals across the country.

Our study was able to robustly map out pathways and explore current knowledge and practices, generating novel insights to increase patient access. Several of the solutions identified in the research have been actioned resulting in positive movement towards more equitable care.