

# Best Use of Innovation

Awarded for an innovative approach that has had a positive impact on outcomes or stakeholder interactions

"We are delighted to sponsor the Best Use of Innovation Award, to be able to showcase the application of the best of our industry's thinking, embracing not only technological advancements but also innovation in approaching complex business challenges with clarity and a fresh perspective. We are proud to champion those who, like us, embody the spirit of progress and forward-thinking excellence."

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## Winning Entry:

### Dragons Den & Market Research Collide: Innovating Solutions for Patient Support Programme Enrolment



**Lauren Halliwell**  
UCB



**Ben Lorkin**  
Day One Strategy

#### Supporting team:

**Ania Stankiewicz**, Day One Strategy  
**Mike Arnold**, UCB

#### Winners' Statement

**"Going outside of pharma and working with external experts from a range of different disciplines and then collaborating with customers, we developed innovative solutions that overcome the challenge of 'how to successfully enrol patients on to a Patient Support Programme.'"**

#### Executive Summary

Pharma invests heavily in Patient Support Programmes (PSP's) yet only 3% of patients use them. Aware of this, UCB wanted to conduct an innovative piece of research to develop best-in-class tactics to encourage enrolment onto their PSP.

The game changer was our 'Dragons Den' workshop. Bringing in experts from behavioural science, PSP design and digital strategy, we developed a range of innovative enrolment solutions which were then tested with customers with solutions prioritised using the EAST behavioural model.

The end result was the development of a clear set of tactics proven in other industries and validated by patients and HCPs.