



# 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:

### Innovative Approach to Insight gathering in Rare Disease Populations via a Patient-centric Conference



**Samantha Wiseman**  
Rare Disease  
Research Partners



**Sandali Jayasinghe**  
Rare Disease  
Research Partners



**Alexandra Morrison**  
Rare Disease  
Research Partners

**Supporting Team:**  
**MPS Society**

#### Winners' Statement

**"We are honored to receive this award, recognizing our commitment to supporting Fabry and other rare diseases. By prioritizing patient-centered approaches, we successfully gathered valuable insights and provided meaningful support to the community."**

#### Executive Summary

Gathering data and insights can be challenging in rare disease populations. Our innovative, patient-centric approach empowered patients to share experiences, fostered open communication, and encouraged participation in the research.

By partnering with a patient organization to integrate research into their patient conference, we were able to obtain valuable insights for our clients while reducing the burden of participation for the patients and their families. Over the course of a weekend, various presentations, practical workshops and discussion forums provided patient support alongside the research activities.

This approach demonstrated how inclusive and creative formats can enhance insight generation.