Overview

A LIFE IN A DAY

A Life in a Day specialises in unique immersive simulations in which you become the patient and experience the challenges, choices, and impact that real patients face every day.

The experiences give people working in the life sciences the opportunity to **act, think, feel, and speak** like a patient. This develops empathy and understanding beyond the patient data which drive tangible changes within your role, organisation, and sector.

How does it work?

Our emotive experience is **delivered over 24 hours** during a normal working day. You do not change your schedule; **you go to work as normal**...but for the duration you experience what it would be like to live your life as a person with a chronic condition.

The experience is delivered remotely via three elements:

AN INTERACTIVE APP

A SPECIALIST KIT OF ITEMS

LIVE ROLE PLAY

THERAPY AREAS

CARDIOVASCULAR RENAL & METABOLIC

Cardiovascular Disease
Heart Failure
Atrial Fibrillation
Hypertrophic Cardiomyopathy
CKD
Diabetes Type 1* & 2
Multiple Co-morbidities
MASH
Obesity

RESPIRATORY

COPD
Severe Asthma
Pulmonary Fibrosis

ONCOLOGY

Breast Cancer (non-metastatic)
CAR-T & Multiple Myeloma
Lung Cancer (non-small Cell)
Lung Cancer (non-small Cell HER2)
Gastric Cancer
Renal Cell Carcinoma
Multiple Myeloma
Prostate Cancer*

GASTROENTEROLOGY

Crohn's Disease
Eosinophilic Esophagitis (EoE)
Ulcerative Colitis

NEUROLOGY

Multiple Sclerosis
Parkinson's*

RARE DISEASE

Fibrodysplasia Ossificans Progressiva (FOP)
Vasculitis
Friedreich's Ataxia*

INFECTIOUS DISEASE

Respiratory Syncytial Virus (RSV)
Hepatitis B
Tuberculosis
uUTI*

DERMATOLOGY

Atopic Dermatitis
Alopecia Areata
Chronic Hand Eczema

IMMUNOLOGY

Lupus

OTHER

Clinical Trials in Asthma
Biologic injectables
Self Administered Medication in the over 65's*

Contact us today on **info@alifeinaday.co.uk** **www.alifeinaday.co.uk**

A LIFE IN A DAY

WHAT IS THE OUTCOME?

98%

would recommend the A Life in a Day experience

IMPROVE SALES PERFORMANCE

It has been proven to increase the quality and length of conversations with HCPs by 85%.

ADVANCE KOL ENGAGEMENT

100% of participants confirm an increase in confidence when talking to stakeholders.

INCREASE PATIENT FOCUS IN CLINICAL TRIALS

87% of R&D clinical participants made patient focused changes as a result of the experience.

ACCELERATE LAUNCH READINESS

"We have accelerated the launch of this important product across several markets, making our product available sooner than the original timeline."
Karl, Franchise Lead

IMPACT CLINICAL PRACTICE

Two independent research papers have published the positive impact of A Life in a Day immersive experiences.

95%

agree A Life in a Day has **increased their empathy** for patients

DELIVERS PATIENT CENTRICITY PROMISE

100% of participants increased the patient focus in their work as a results of participating in A Life in a Day.

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