CASE STUDY

A LIFE IN A DAY

INCREASED PATIENT FOCUS IN BRAND TEAM ACCELERATES LAUNCH

IMPROVING BRAND TEAM LAUNCH READINESS THROUGH THE PATIENT EXPERIENCE

- A global pharma company needed to inject their brand team with patient focus for a new drug launch
- They put the cross functional team through our Alopecia Areata patient experience
- The launch was accelerated in key regions, delivering quicker access to the drug for patients

PUTTING THE PATIENT FIRST FOR LAUNCH

A major pharmaceutical organisation was gearing up for the global launch of a new treatment for alopecia areata. Recognising the need for a deep and empathetic understanding of the patient experience to **ensure effective communication and advocacy**, the company sought a solution that would develop the global brand teams understanding of the patient experience to the next level. The aim was to help **bridge knowledge gaps within the team** and to implement new patient-centric approaches in readiness for the drug launch.

agree it will help them be more effective in their roles

24 HOURS WITH ALOPECIA AREATA

To fully understand the holistic experience of the patients who could receive their new drug, the company worked with A Life in a Day to create a **new immersive patient experience for alopecia areata**. Based on the significant changes seen through similar work done before with the company, A Life in a Day of a person with alopecia areata sees **participants go through their normal working day, but are faced with regular challenges,** choices and interactions all emulating those of a person living with the condition.

The new programme also included an **innovative augmented reality (AR) technology to enhance the physical implications** of the condition and authenticity of the experience even further. The project was rolled out internationally to the brand teams in the UK, Spain, Germany and the USA.

100%

agree it will make them think about the challenges of patients in new ways

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

A LIFE IN A DAY

> THANK YOU FOR THIS EXPERIENCE AND HELPING OUR TEAM TO FOSTER MORE EMPATHY FOR PATIENTS. IT WAS A DAY I WON'T SOON FORGET. I HAD MANY INTERACTIONS WITH PEOPLE WHERE THEY WOULD STARE AT ME. IT GAVE ME A REAL SENSE OF HOW SOMEONE WITH ALOPECIA AREATA MIGHT FEEL.

EXTERNAL COMMS SNR. MANAGER

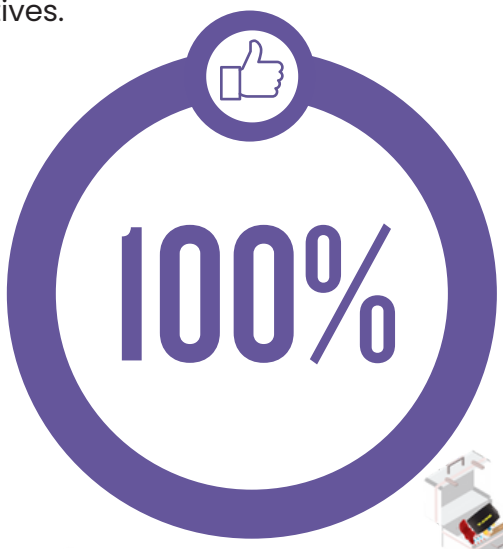
ACCELERATED PRODUCT-TO-MARKET & GLOBAL EXPANSION

The newly developed alopecia areata experience was a resounding success. The positive feedback and engagement from the brand team led to a rapid expansion of the initiative. The **core team, initially cautious, became strong advocates**, pushing for its implementation across various global markets. The simulated **experience was instrumental in accelerating the launch** readiness of the new alopecia areata treatment, particularly in the APAC and Internationally Developed Markets (IDM) regions.

Participants reported **a profound increase in empathy and understanding** of the patient journey, with 100% of them agreeing it will help them think about the challenges of those living with alopecia areata in new ways.

The initiative not only enhanced internal collaboration and alignment but also **positioned the pharmaceutical company as a leader in patient-centric innovation**. The company are now looking into extending this approach to other therapeutic areas, leveraging the success of the alopecia areata experience to drive further patient-centric initiatives.

increase in understanding the real-world impact of alopecia areata on patients' lives



would recommend the experience