

Examples of Ipsen Partnerships

Patient Group Educational Seminar Series

Our patient centric mindset and culture underpins everything we do at Ipsen and working collaboratively with patient organisations is a crucial part of our company commitment – Focus. Together. For Patients and Society. We are always seeking new, meaningful ways to engage with patient organisations and in 2021 we embarked on a series of educational seminars in partnership with 14 patient organisations, spanning a wide and diverse range of disease areas.

The patient voice is becoming an increasingly important tool in improving access to medicines, with the National Health Service (NHS), the National Institute for Health and Care Excellence (NICE), the UK regulatory agency, and the Government giving more attention to this than ever before. As a result, the role of patient organisations in the approval and reimbursement of new medicines is critical.

The aim of the three-seminar series was to help the patient groups involved develop a deeper understanding of bench-to-bedside medicine development and the Health Technology Assessment (HTA) process. We also used the seminars to deepen our understanding of the challenges facing patient groups when engaging with an HTA and find potential solutions and different routes of engagement to help equip them with the confidence to take part in the process.

Before developing the seminar content, we worked closely with key patient organisations to listen to and truly understand the needs of the patient community to ensure these were reflected in the agenda.

Each seminar in the series focused on the following questions:

1. How do we gather evidence about people's lived experience and present it in a way that will hold weight with NICE?
2. How can patient groups articulate that evidence in a way that is not captured by regulatory studies or channelled through clinicians?
3. What points throughout the lifecycle could, and should, patient groups influence?

The patient organisations welcomed the opportunity to help shape the agenda and inform the discussion, resulting in the topics covered during the series being of high relevance and educational value. This also helped strengthen existing relationships with the groups and build a foundation of trust. The series, which we plan to continue into 2022, was an opportunity for all parties to learn and benefit from the experiences and perspectives of other stakeholders, with the aim of improving the success of HTAs and ultimately bringing innovation to patients without delay.