



## Business Case Event

### BIAL (9.30 – 11.00 CET)

BIAL is a pharmaceutical company founded in 1924 in Portugal with a clear mission: develop solutions to achieve better outcomes for patients with Parkinson's Disease. With more than 1.000 employees around Europe, BIAL proudly made available to patients an oral drug that delays the onset of movement disorders in PD patients. Unfortunately, there is no cure for PD, and the research for a disease-modifying drug is still in the early clinical phases.

Nowadays, a patient diagnosed with PD evolves year after year with several different complications like motor symptoms, GI symptoms, psychological impairment, among others, demanding a multidisciplinary approach from the different HCPs.

**We are looking for:** health sciences (medicine, nursery, psychology, etc.), computer science, natural sciences, economics, and social sciences.

**We offer:** Internships that can turn into permanent positions depending on the availability and intern's performance.

#### **Our business case: Patient-centric approach**

As a multimodal disease, Parkinson's has to be treated by several different professionals. The existing healthcare system creates silos among the various medical specialties, which generates barriers for a holistic approach to the disease.

The project must address ways to transform the specialist-centric approach into a patient-centric system, leading to better clinical outcomes in quality of life and life expectancy.

- In your opinion: how can the different stakeholders (i.e., pharmaceutical companies, healthcare professionals, patient associations, government, and payers) engage in an open and collaborative discussion to address the PD patient needs, taking also into account the support needed for the family of the PD patient?
- How would you design and implement a patient-centric solution?
- How would you measure the impact of this solution?
- How to escalate this initiative while maintaining or improving the actual cost-efficiency?

We are eager to hear your ideas and look forward to exchanging thoughts and turn this into a concrete solution for patients.

#### **Session outline:**

- 20 min input
- 45 min group work
- 25 min presentations