



## Integrated Patient Care Pathway

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Entreprise : **UCB**  
 Période : **2019 – 2020**  
 Tuteur entreprise :  
 Lieu : **Paris & Brussels**

### Présentation de l'entreprise

UCB is a global biopharmaceutical company focused on the development and commercialization of innovative medicines and solutions to transform the lives of people living with severe diseases. We are passionate about enabling people with severe diseases to live the life they choose. We focus on neurology and immunology disorders – putting patients at the center of our world. At UCB everything we do starts with a simple question: “How will this make a difference to people living with severe disease ? ”

### Thématique et descriptif du projet

Design of an innovative « integrated patient care pathway” to support the launch of a new therapy

UCB is working on the Global launch of a new biotech therapy (“Rozimab”), aiming to treat rare autoimmune IgG autoantibody-mediated diseases conditions.

By essence, Rozimab is driven and will be successful if UCB create a world *wild best-in-class patient experience*. Indeed, the solution can be disruptive and will disrupt both customers behaviors (patients, but also HCPs), and system pathway. Success, leadership and differentiation will come from UCB capability to accompany this disruption, through an optimized *experience*. This best experience will be maximized through an integrated suite of technologies and services.

In this context, the Leads of “Patient experience” & “Technology strategy” are working together on how to design & define this best patient experience, into the existing system pathways. This project will go beyond the traditional way pharmaceutical company today define the “patient journey”, as it will also consider the system & operational pathway as part of the process design. This is a very innovative approach to the company, that support also an innovative business model for the launch of this therapy (from drug to care).

Hence the team will succeed by overcoming the operational (integration of the solution into today system pathway) & organizational (integration of the solution into UCB business model) challenges.

They are looking for a PIC apprentice to support them

- To manage the overall project (from design to pilot testing) – within a cross-functional team and sub projects
- Support the translation of this care pathway into a blueprint to design the patient services
- To provide innovation thinking to this “new” business model (internally & externally)

### Profil(s) recherché(s)

Duo: engineering school & commercial