



Patient Experience & Sustainability



Entreprise : UCB – Transversal Patient Experience Team

Période : **2023– 2024**

Tuteur entreprise : Sandrine Piotelat

Lieu : Paris, France on the day to day - Travels to Belgium (HQ) & Switzerland on a regular base

Présentation de l'entreprise (Company presentation)

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 diseases?”

Blending talents, pushing boundaries

Are you entrepreneurial with passionate flair? At UCB that means you are "entrepreneurate". Are you caring and scientific? For UCB you're "carentific". Blending your talents to push the boundaries of what is possible for patients - that's what it means to work for UCB. Join us to unlock innovation and set new standards that improve patients' lives in a sustainable way.

Thématique et descriptif du projet (Project description)

Sustainability is often associated with “green” initiatives and environmental protection. At UCB, sustainability is broader than this, it is how we will drive business growth and societal impact. Our global business approach is anchored in a strong purpose, leveraging our scientific expertise to achieve a healthier society and a healthier planet for future generations. We are committed to delivering value for patients, employees, shareholders, communities, and the planet on a long-term basis.

Our six sustainability pillars are:

- 1) Diversity, equity & inclusion
- 2) Employee health, safety & well-being
- 3) Access to medicines
- 4) Ethical business practices
- 5) Health of the planet
- 6) Scientific innovation



As part of the Transversal Patient Experience community, we focus on bringing global "Drug to care" approach and solutions to patients suffering from chronic diseases. Our vision is empowering people affected by severe disease to live life as they choose, elevating their journey by delivering the best individual experience

The goal of this project is to identify opportunities to deliver a "Sustainable Patient experience" and to leverage it as a driver for differentiation.

It could start by defining a set of standards and design principles which would guide how we develop patient journeys, how we design our solutions, how we select our partners, how we evaluate our impact,...

References:

For inspiration, have a look at The Positive Cup Hub | Nespresso Sustainability | Nespresso [\(here\)](#)

Another example on how technology solutions can go against Diversity, Equity and Inclusion – a recent communication shared how in the USA, medical algorithms had racial bias [\(here\)](#)

Proposed Methodology

Working alongside our Transversal Patient Experience Team, the Sustainability Team and global & regional colleagues, liaising and meeting with our teams across the world you will help to:

1. Incorporate Sustainability mindset into Patient Experience Standards
2. Develop Sustainability Design principles which will support innovation and design of future patient experience solutions and approaches
3. Conduct experimentation through pilot projects with selected partners across the organization
4. Collaborate with Digital Business Transformation team to evaluate PEx sustainability principles integration into digital assets.
5. Evaluate opportunities of partnerships through our internal incubator
6. Identify existing external innovation models in sustainability which could support UCB to accelerate and bring economies of scale.
7. Set up tools and methodologies to guide & educate the organization in its transformation



Profil(s) recherché(s)

- An effective team player who can engender credibility and confidence within an international matrix organization.
- Solution-driven and creative "out of the box" thinker, who will challenge the status quo
- Ability to work in a multi-cultural environment and awareness of cultural sensitivities.
- Creative mind-set, can-do attitude and hands-on problem-solving skills, while able to think strategically
- Knows when and how to communicate, using strong interpersonal skills and written communications when appropriate.
- Integrity - overriding commitment to integrity and high standards
- Excellent command of written and spoken English (French, German or Spanish is a plus)

The position is available from April 2023 and envisioned to run till August 2024.