

INTRODUCTION TO **FIXING US**



FIXING US are leaders in creating health content, creating content from authentic, real-life health journeys and stakeholder experiences that inspires and helps brands and health systems to engage and collaborate effectively.

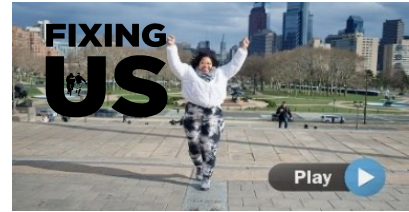
We create highly engaging content for internal and external comms and deployment for patients, caregivers, healthcare professionals, policymakers, payors, advocacy groups and other stakeholders in all health systems around the world.

We love learning about different organisations' businesses, plans and challenges and to exploring how we can support them. This introduction provides an overview of what we do, our approach and some of the goals and outcomes we help achieve along with some examples of our work with clients.

AUTHENTIC, RELATABLE & EFFECTIVE CONTENT

We deliver content from anywhere in the world with emotive and relatable real-world experiences in any language, working in Europe, the Americas, Asia-Pacific, Middle-East and Africa.

We cover all health arenas, from chronic conditions to critical care, acute treatment, rare disease, women's and men's health, medical tech, devices and e-Health as well as specialisms like woundcare, immunology and gene therapies.



Recognising roles of caregivers and family, and how journeys are about them too

Unique mix of self, remote and in-person footage creates unparalleled intimacy, speed and efficiency

Content and integrations achieves eHealth retention rates to 84% after 180 days

Two-thirds of protagonists generated free media coverage, becoming advocates or featuring in TV, Press and major events

Authentic and dynamic stories that bring people along with the patient journeys

Creating frameworks that unlock large-scale stakeholder collaborations

All journeys have led to 'demonstrable health improvement, with 77% leading to transformative health improvement

Unique perspectives and innovative ideas using tacit knowledge built from different health systems, clients and partners

TRUSTED BY LEADING BRANDS & HEALTH SYSTEMS

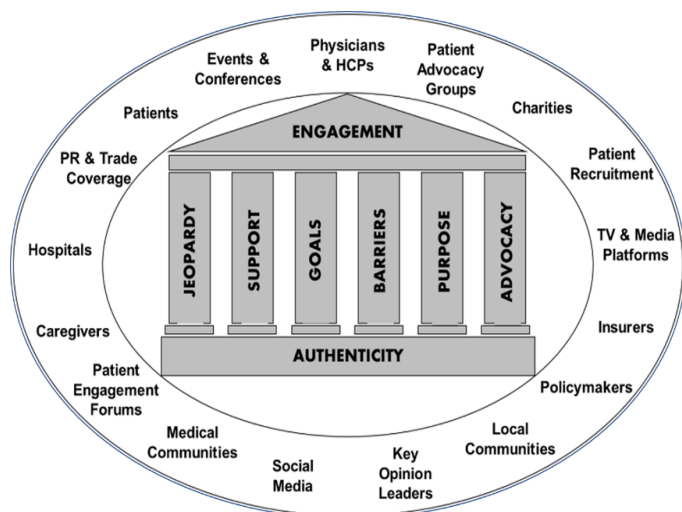


JOURNEYS THAT UNLOCK POWERFUL STAKEHOLDER COLLABORATION

Our health journeys also serve as powerful mechanisms for unlocking powerful collaborations with key stakeholders as well as generating free/earned media/PR and social media exposure.

Using proven techniques and skills honed from health systems around the world, our approach involves patients, HCPs, KOLs and a range of stakeholders, adapting to individual organizational needs and the highest standards of internal and external compliance rules and guidelines.

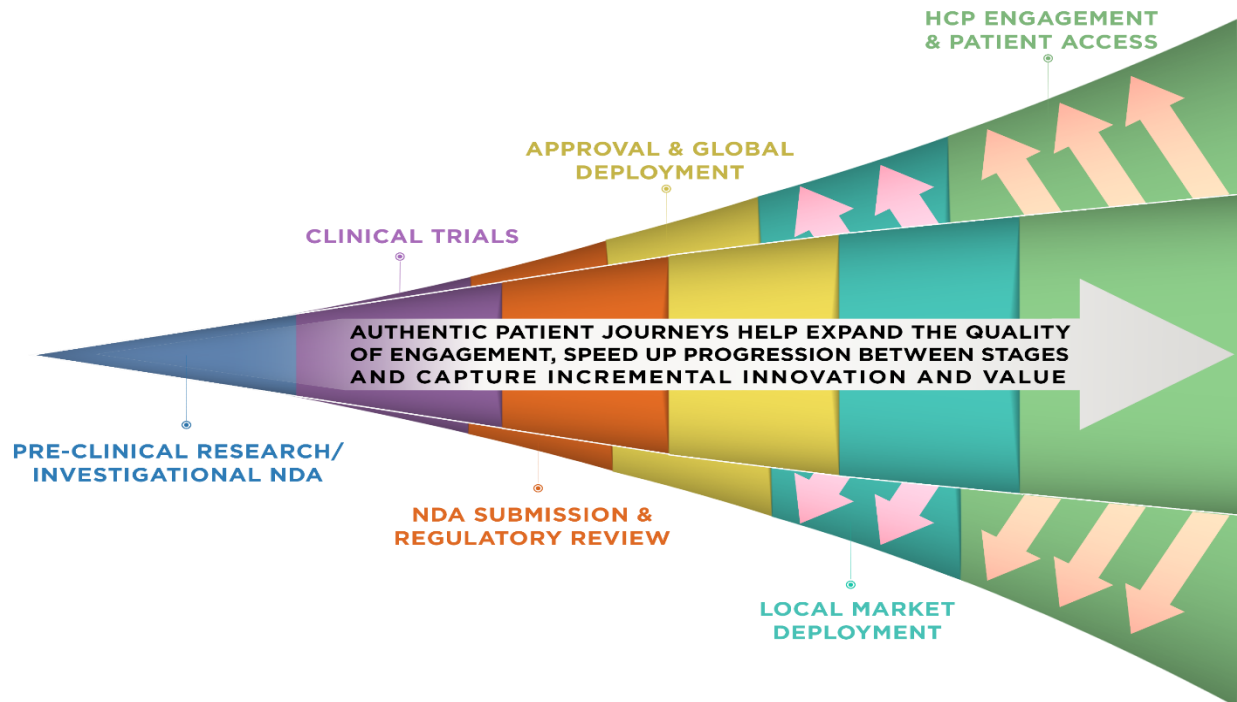
This also helps us to serve as a groundbreaking organic mechanism for collaboration between brands and different stakeholders in ways that are not possible for conventional content creators and agencies to replicate.



USING AUTHENTIC PATIENT JOURNEYS TO POWER INNOVATION SYSTEMS

FIXING US powers health innovation with authentic patient journeys and ethnographic content that powers stakeholder-engagement. This increases innovation from clinical trials through to advocacy via access to people involved in content at events and to generating extensive media.

Our approach to content creation and management of patients, HCPs and compliance teams enables clients to use authentic content creation to establish extensive stakeholder collaboration within compliance frameworks without compromising quality or integrity of the patient journeys.



Content can be deployed internally and externally, increasing collaboration between Global and Local Markets and other parts of health organisations, increasing engagement and collaboration with patient groups, HCPs, charities, policymakers and other partners. This effective health innovation business model enables the very patient journeys that health innovations serve to be utilised to expedite progression between phases and stages, generating immense and untapped incremental value, elevated morale and engagement, impacting health outcomes and improving financial returns.

INTRODUCING:

**FIXING
US** **AI**™
AUTHENTIC INTELLIGENCE

Authentic Intelligence™ is a unique custom Large Language Model (LLM) that fuses authentic patient journeys with qualitative and quantitative research. It is designed to give clients greater insight into real-time authentic patient and stakeholders data, behaviours, emotions and insights, powered by AI.

This unique and proprietary LLM has secure access to millions of touchpoints and billions of parameters from a repository of transcripts derived from our database of authentic content comprising patient journeys, HCPs, caregivers and stakeholders from around the world.

The 2025 launch of **Authentic Intelligence™** enables clients to access deeper understanding to real-time patient and HCP experiences, behavioural patterns and insights from extensive footage not just for footage from *cutting room floors* when creating content but also intelligence from aggregated experiences from a plethora of historic journeys across a range of diseases.

Using patient data collected using methods that enhance authenticity and minimize bias versus conventional research and focus groups, this can help leaders to learn from patterns of behaviours, stigmas, pain points, barriers, motivators, emotions, influences and other factors.

SOME EXAMPLES OF **FIXING US** CLIENT WORK

Helping Boehringer Ingelheim to become leaders in shaping changes in policy for Schizophrenia



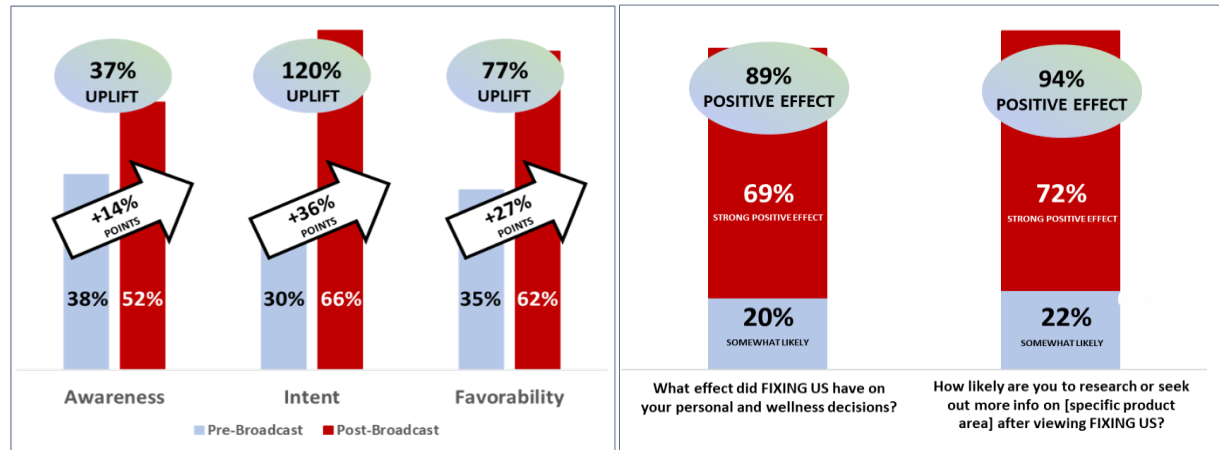
Schizophrenia patients and caregiver content was created for Boehringer Ingelheim to appeal to patient groups and policymakers and tackle stigma, improve understanding and initiate change. This was a major feature of their UN General Assembly event and supported the client's engagement with stakeholders including the UN, WHO and The Wellcome Trust.

FIXING US ON **NBC** inspires millions of American patients to engage with their health on a huge scale

FIXING US on NBC premiered in the US in 2022 to over 69 million viewers as part of a wide-ranging partnership with NBC that includes FIXING US TV shows, news/lifestyle program integrations - into shows like Today Show, Meet the Press, Kelly Clarkson and local news - and extensive omnichannel/ digital media as well as opportunities for *FIXING US on NBC Sports* and *Cuidemosnos en Telemundo*.



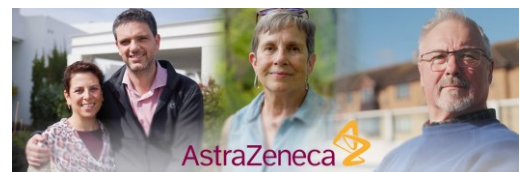
These authentic inter-generational shows and related content features patients and their families with opportunities for integration and promotion that is specially geared towards pharma, health tech and other types of brands for both huge-scale or highly-targeted omnichannel media deployment.



Source: Momentive Audience Panel (18+); CensUS Balanced/Pre- and post- surveys conducted across all NBCU OTS markets representing Season 1's 69m+ viewer impressions

Helping transform quality of care and outcomes for people who are living with lung cancer

We created content with patients and HCPs from across the world for AstraZeneca's goal to be a leader in healthcare for those living with lung cancer through appropriate screening, earlier diagnosis, addressing stigmas, improved specialist pathways and practice adoption by HCPs as well as being a collaboration mechanism for hospitals and key industry groups.



Driving disease awareness and collaboration between patients, HCPs and key policymakers

We were able to create in just a month powerful and culturally resonating content that efficiently and featured patients and HCPs from four continents.

Beyond Glucose became a critical part of a global disease awareness that led to endorsements and collaborations with key international policymakers, charities and groups.



Using World Sight Day to draw attention to macular conditions for internal and external comms

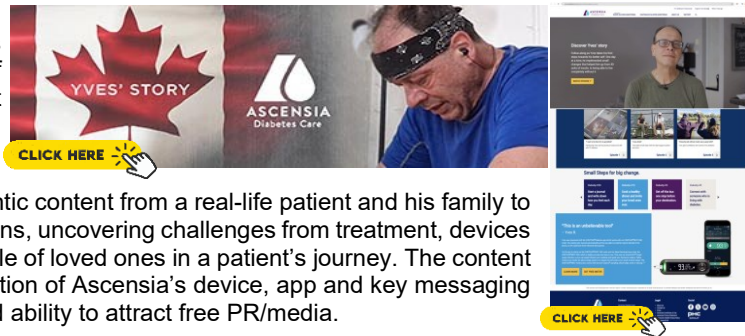


We delivered for Roche authentic and contextualized patient journeys content with AMD and DMO patients.

Our films provided a moving glimpse into patients' lives, drawing attention to symptoms as part of authentic journeys for Roche's people, charities, HCPs, policymakers, events, patient groups and media/PR.

Inspiring patients and caregivers to engagement and effective treatment using digital devices

Yves' Story is a life-changing Canadian patient and family journey for Ascensia's local and global comms via a series of short-form films and ancillary content designed to increase digital adoption, build trust and maximize retention.



Deployment benefitted from using authentic content from a real-life patient and his family to create relatable digital-first communications, uncovering challenges from treatment, devices and apps, moments of lapsing and the role of loved ones in a patient's journey. The content enjoyed extensive and prominent integration of Ascensia's device, app and key messaging without compromising its authenticity and ability to attract free PR/media.

Delivering content with unprecedented levels stakeholder-collaboration for Novartis

A single patient journey created for Novartis became a significant amplified vessel for stakeholder-collaboration. Fighting Failure featured the UK Secretary of State for Health, brought together pharma, patient groups, charities, doctors, nurses, healthcare professionals, media support with the UK Secretary of State for Health and other policymakers.



In addition to content for dedicated internal and external patient and HCP education platforms, the journeys also created short-form content for internal and external events, omnichannel distribution as well as a feature-length documentary on Amazon to support disease awareness and education with huge stakeholder engagement.

Helping Nestlé Health Science show how it understands challenges of mums with tube-fed kids

We created content for NHS designed to resonate with parents of children with special nutrition and supplement needs, highlighting challenges faced by them.

The content was a focal point and core feature of NHS's unbranded and branded Talking Tube Feeding education program for patients, HCPs and other NHS stakeholders.



Understanding doctors' decision-making in their daily lives to inform best practice

Recognising the importance of bringing to life journeys of HCPs and not just patients, we followed doctors around the world, encompassing their personal lives and everyday professional experiences, to show challenges faced to re-frame understanding of asthma, acknowledging perceptions and overcoming ingrained behaviours as science and policy change.



Securing free distribution for Roche to engage with patients and HCPs in a post-pandemic world

We created a patient journey and his family to drive awareness of diabetes management during and following the pandemic, highlighting the impact of new ways to share data with HCPs.

The content was not only created for deployment via the health system, events and HCPs but it also generated a large amount of sustained free media coverage by the Mail and earned PR.



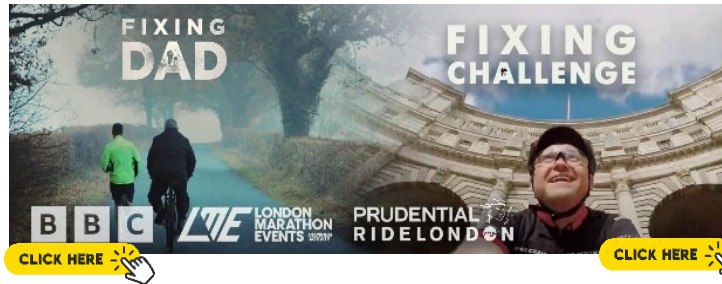
Giving COPD sufferers a voice to help build a coalition with brands and drive policy change

We created patient journeys and content featuring advocates and experts for AstraZeneca, which helped set up a patient-centric coalition for pharma brands, bodies and their agencies.

Living With COPD enhanced visibility of people living with COPD, providing a focal point and catalyst for creation of the *Speak Up for COPD* coalition with COPD Foundation, International Federation of Ageing (IFA), International Coalition of Respiratory Nurses (ICRN), International Pharmaceutical Federation (FIP) and GAAPP, with funding from AstraZeneca, Roche, Sanofi and Regeneron.



BBC TV shows and huge free PR that inspired policy change and millions to engage with their health



FIXING US started with Fixing Dad, a single patient and caregiver journey about two sons saving their dad's life by helping him engage with his health.

This acclaimed BBC TV documentary helped create a stakeholder collaboration framework based upon authentic patient journeys.

Fixing Dad led to follow-up TV content for its main sponsor, Prudential, and huge free PR coverage across leading TV news and lifestyle shows in multiple markets, national newspapers and specialist press as well as extensive public-sharing across social media.



Content to promote effective weight loss management using Optifast, digital tools and coaching

We created authentic, holistic and highly impactful content from a patient journey that was designed to rise above the clutter of curated health messaging in the media and inspire people to use a clinically-proven product with support from Oviva Health coaching in collaboration with HCPs from the NHS. The content was designed for marketing, education and PR deployments, inspiring patients to reach out for help with their weight loss.

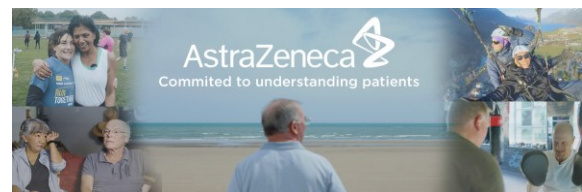
SANDY'S STORY



CLICK HERE

Showcasing 'authentic+' with AstraZeneca's Commitment to Understanding Patients

This film is an example of 'authentic+' – our ability to meet all a brand's communications needs normally associated with highly curated advertising without compromising authenticity. Despite only using content from real and unscripted patient and HCP experiences, we create content that aligns with the demands of corporate branding, product messaging and style guides - helping to engage and inspire audiences more.



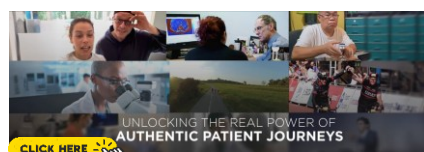
Content that increased collaboration between NHS doctors and AstraZeneca sales teams and events



CLICK HERE

A range of diverse patient and caregiver journeys created for NHS England doctors and HCPs, funded by AstraZeneca, helped enhance corporate reputation and served as a catalyst for a range of B2B and B2B2C digital comms and events that measurably increased engagement and meetings with sales teams and adoption by NHS doctors, nurses and stakeholders.

Helping pharma to benefit from a new innovation business model using patient journeys content



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FIXING US has been conducting research with universities and finding ways to demonstrate from authentic patient journeys can unlock huge levels of internal and external collaboration, increase commercial value and innovation, and accelerate adoption and deployment across the different phases of pharma companies' global and local processes.

Bringing patient stories for complex health conditions to life efficiently for broad global appeal



We delivered intimate patient testimonials and experiences from Singapore, UK, US and Italy to give a true, real-world insight into the lives and challenges of people suffering from high potassium. Content was developed to broaden its appeal so it could support international and local deployment far beyond the markets involved in recruitment.

Inspiring engagement for workforce health and productivity, improving adoption of support schemes

We worked with Transport for London (TfL) via content and in-workplace events to inspire its hybrid workforce with positive messages that employees can take control of their health.

Content could also be deployed virtually for office- and home-based workers about how diet/lifestyle impacts workforce mental health and energy levels with long-term health outcomes leading to longer, happier and productive lives.

"Fixing Dad...was inspirational. We realise that diet, lifestyle and nutrition impact on our workforce, at work and at home.

If we can improve the long term health outcomes of our people, they will perform better for longer and enjoy happier, more productive lives."

