

# UCB, making a difference in immunology



GL-DA-2400233

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# Online activity details



This resource has been downloaded from a touchEXPERT BRIEFING, hosted on touchIMMUNOLOGY. The full activity, which includes video resources, can be accessed at:

[www.touchimmunologytmc.com/immunology/learning-zone/UCB-making-a-difference-in-immunology/](http://www.touchimmunologytmc.com/immunology/learning-zone/UCB-making-a-difference-in-immunology/)

This content is for healthcare professionals globally (excluding US and France).

# Learning objectives



After watching the touchEXPERT BRIEFING activity, participants should better be able to:

- ✓ Describe the previous, present and in-development contributions of UCB to support HCPs managing immunological diseases
- ✓ Outline the previous, present and in-development contributions of UCB to support patients with immunological diseases
- ✓ Discuss the previous, present and in-development contributions of UCB to the understanding of immunological diseases



# Faculty



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# Disclosures

## **Dr Ronald Vender discloses:**

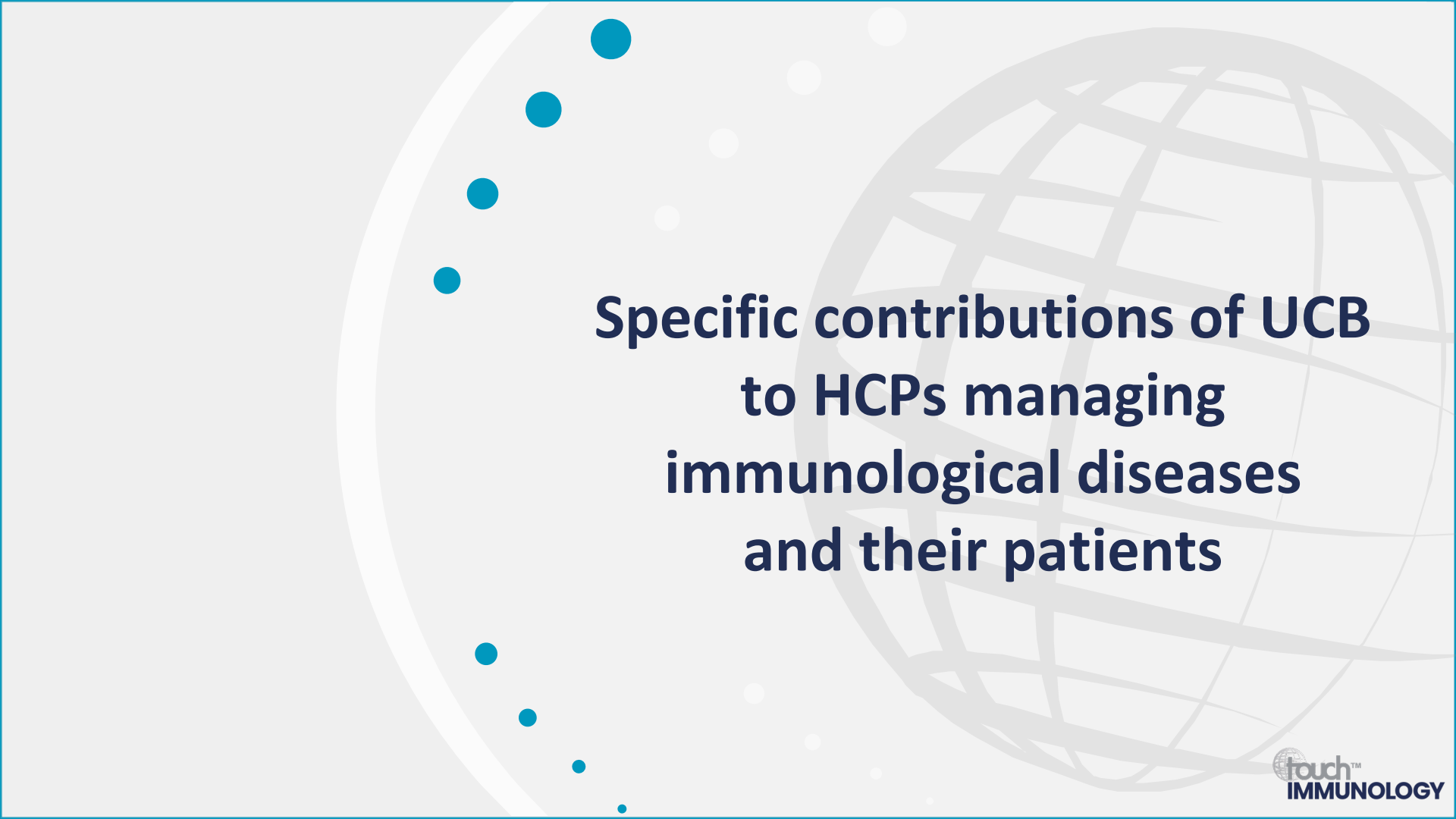
*Grants from* Abbvie, Amgen, Arcutis, Bausch, Health, Boehringer, Ingelheim, BMS, Celgene, Centocor, Dermira, Dermavant, Galderma, GlaxoSmithKline, Innovaderm, Janssen, LEO Pharma, Eli Lilly and Company, Mediji, Merck, Novartis, Pfizer, Regeneron, Sun Pharma, Takeda and USB. *Consulting fees* from Abbvie, Actelion, Amgen, Aralez, Arcutis, Bausch-Health, Boehringer Ingelheim, BMS, Celgene, Cipher, Janssen, Galderma, GSK, Kabo-Care, LEO Pharma, Eli Lilly and Company, Merck, Novartis, Palladin, Pfizer, Sandoz, SUN, UCB and Viatrix-Mylan. *Payment or honoraria for lectures or presentations* from Abbvie, Actelion, Amgen, Arcutis, Bausch-Health, BMS, Celgene, Cipher, Janssen, Galderma, GSK, LEO pharma, Eli Lilly and Company, Merck, Novartis, Pfizer, Sun and UCB. *Support for attending meetings or travel* from Abbvie, Arcutis, Janssen and UCB.

## **Prof. Richard Warren discloses:**

*Grant/research support* from AbbVie, Novartis, and Pfizer. *Consultant for* AbbVie, Almirall, Amgen, Boehringer Ingelheim, Celgene, Eli Lilly, Janssen, Novartis, Pfizer, and Xenoport. *Speakers' bureau member for* AbbVie, Amgen, Celgene, Eli Lilly, Janssen, Novartis, and Pfizer. *Honoraria* from UCB.

## **Prof. Dr Xenofon Baraliakos discloses:**

*Consulting for* Abbvie, BMS, Eli-Lilly, Galapagos, Janssen, MSD, Novartis, Pfizer, Roche, Sandoz, Sanofi and UCB. *Payment or honoraria for lectures* from Abbvie, BMS, Eli-Lilly, Galapagos, Janssen, MSD, Novartis, Pfizer, Roche, Sandoz, Sanofi and UCB. *Grant/ research support* from Abbvie, Novartis and MSD. *Advisory boards for* Abbvie, BMS, Eli-Lilly, Galapagos, Janssen, MSD, Novartis, Pfizer, Roche, Sandoz, Sanofi and UCB. *Honoraria* from Abbvie, BMS, Eli-Lilly, Galapagos, Janssen, MSD, Novartis, Pfizer, Roche, Sandoz, Sanofi and UCB. *Speakers' bureaus member for* Abbvie, BMS, Eli-Lilly, Galapagos, Janssen, MSD, Novartis, Pfizer, Roche, Sandoz, Sanofi and UCB.



**Specific contributions of UCB  
to HCPs managing  
immunological diseases  
and their patients**

# HCP education

Sharing knowledge, innovation, and best practice to ensure the delivery of optimal care



## Congress support

Attendance of HCPs at major congress events in immunology



## Education initiatives

Independently initiated studies, grants, donations, and sponsorships



## Lunch and learns

Facilitate the sharing of learnings with HCPs who did not attend a meeting

# Patient engagement and perspectives

Supporting patients to provide meaningful treatment impact



## Advisory panels

Patients sitting on panels guides the general and specific direction of research



## PARADIGM project

UCB was a participant on the PARADIGM project, aiming to increase patient engagement in medicines development<sup>1</sup>



## Advocacy groups

Support of groups to ensure that the voice of patients is heard

1. UCB Global Corporate Website. Changing the patient engagement paradigm. Available at: <https://www.ucb.com/patients/magazine/detail/article/Changing-the-patient-engagement-paradigm>. Accessed August 2024



# Support - UCB Cares<sup>®</sup>

A bespoke phone and email service supporting patients, carers and HCPs<sup>1</sup>



Guidance on treatment

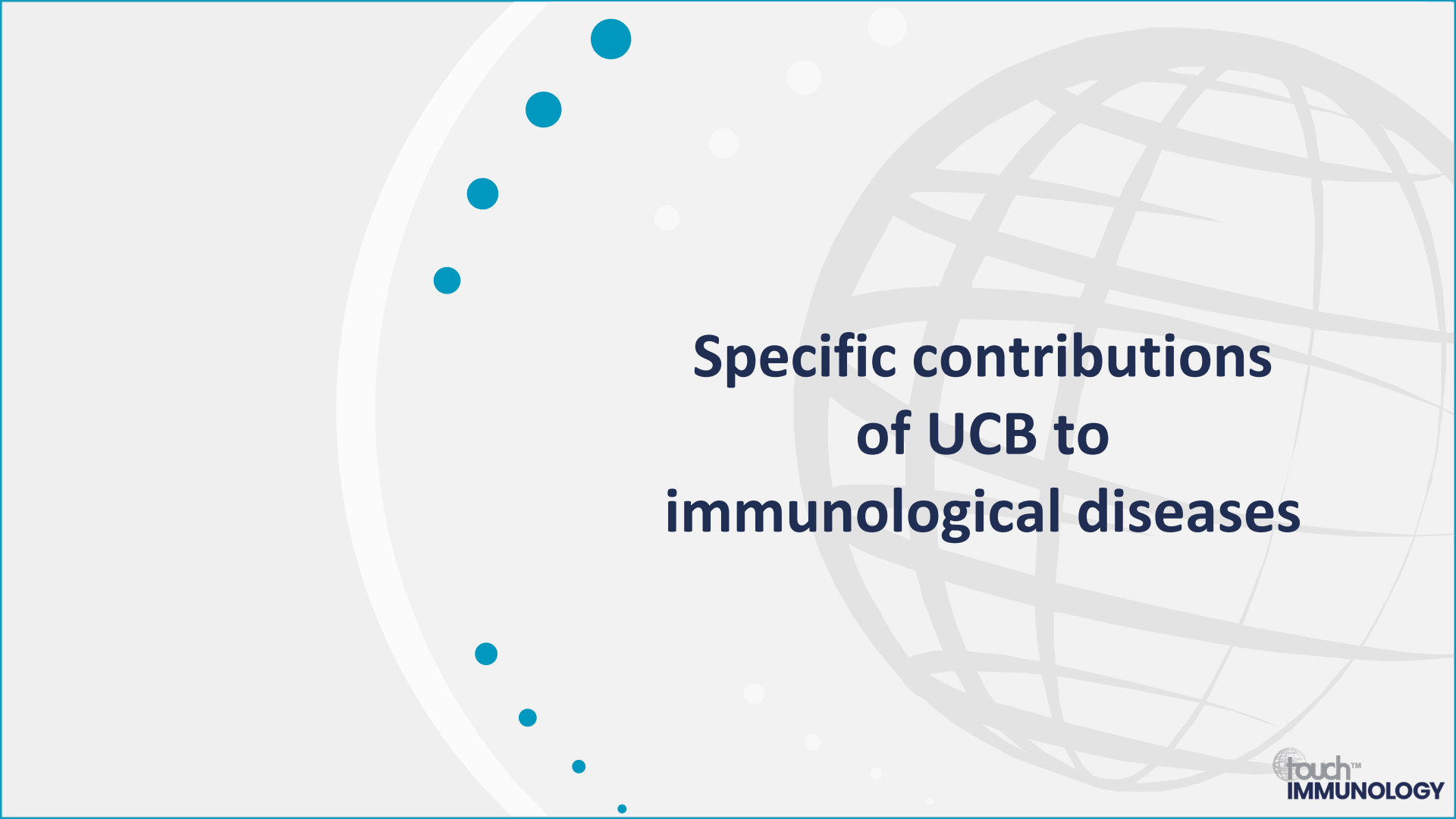


Answer questions on UCB treatments



Listen and record side effects of UCB treatments

1. UCB Global Corporate Website. UCB Cares<sup>®</sup>. Available at: <https://www.ucb.com/UCBCares>. Accessed August 2024  
HCP, healthcare practitioner



**Specific contributions  
of UCB to  
immunological diseases**

# Research

A continuing and recognised contribution to research



>100 clinical studies  
currently ongoing<sup>1</sup>



Collaboration with academia, research  
institutes, and biotech companies<sup>2</sup>



Has received the FOREUM Platinum Recognition Award for contributions  
to rheumatology for the second time in 2020<sup>3</sup>

1. UCB Global Corporate Website. Welcome to our Clinical Studies section. Available at: <https://www.ucb.com/clinical-studies/Overview> (accessed August 2024); 2. UCB Global Corporate Website. University and industry collaboration driving innovation. Available at: <https://www.ucb.com/our-science/magazine/detail/article/University-and-industry-collaboration-driving-innovation>. Accessed August 2024; 3. Foreum. FOREUM Platinum Recognition awarded for the third time. Available at: [https://www.foreum.org/myUploadData/files/foreum\\_press\\_release\\_platinum\\_recognition\\_2020.pdf](https://www.foreum.org/myUploadData/files/foreum_press_release_platinum_recognition_2020.pdf). Accessed August 2024.

# Improving diagnosis and outcomes: HIPPOCRATES initiative



A public-private partnership, including UCB as the EFPIA co-load<sup>1</sup>



A single integrated database of datasets from key European psoriatic arthritis studies



A large, prospective, observational study of 25,000 patients



**Aim and impact:**  
Promote the early identification and improve management of psoriatic arthritis

1. UCB Global Corporate Website. UCB is proud to partner on a new EU Research Project – ‘HIPPOCRATES’ – to improve diagnostic and therapeutic options for patients living with Psoriatic Arthritis. Available at: <https://www.ucb.com/our-science/magazine/detail/article/UCB-is-proud-to-partner-on-a-new-EU-Research-Project-%E2%80%93-%E2%80%98HIPPOCRATES%E2%80%99-%E2%80%93-to-improve-diagnostic-and-therapeutic-options-for-patients-living-with-Psoriatic-Arthritis> Accessed August 2024

# Improving diagnosis: Non-radiographic axial spondyloarthritis



No diagnostic code for this disease characterised by arthritic damage to joints of the spine, not visible on regular X-rays



UCB supported the creation of a new ICD-10-CM code



**Impact: New ICD-10 code will make it easier for HCPs to track, diagnose and prescribe treatments for patients with the disease**



# This activity is sponsored

This activity has been sponsored by UCB.

UCB provided financial support and has had input into the selection of the faculty and/or the detailed project scope. This activity is provided by Touch Medical Communications (TMC) for touchIMMUNOLOGY.

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