

# PATIENT CENTRICITY IN ACTION

## Let's Talk About The Hard Things

Raising awareness of the side effects of prostate cancer treatment in the UK and Ireland.



**tackle**  
prostate cancer

### ONCOLOGY



#### Rationale

Following an advisory board in June 2020 with patient organizations, it was identified by the patient community that men living with **prostate cancer** still struggled to talk about the side effects of their treatment.



#### Co-creation

Ipsen collaborated with [Prostate Cancer Research](#) & [Tackle Prostate Cancer](#), two of the biggest national charities in the UK, to research the issue. The research revealed that men with prostate cancer do not feel supported with the psychological and emotional consequences of living with the disease and often feel unable to talk openly about 'taboo' issues such as sex and relationships.



#### Project description

Following the research, Ipsen UK developed three **powerful videos** in partnership with the patient organizations showing diverse pairs of individuals talking about the side effects of their treatment, how they overcame the taboos and what the benefits are of having conversations about this with friends, families and partners.



#### Impact/results

All three videos have been viewed over **30,000** times across social media.<sup>1</sup> Up to **49 million** individuals were reached with news of the campaign launch and social media advertisements reached a further **60,000** individuals.<sup>1</sup>



#### Learnings and next steps

Following overwhelming positive feedback from patient organizations, next steps are to work with patient organizations to identify opportunities for additional collaboration to further raise awareness around prostate cancer issues into 2022 and beyond.



This project has been the true demonstration of how Ipsen focuses on patients. It has been a collaboration based on listening, and the feedback has been immense. I believe it is the start of a long-term strategic partnership that supports men living with prostate cancer.

*Jelena Sassmann, Medical Manager, Oncology, UK & Ireland*

1. Data on File, 2021.

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