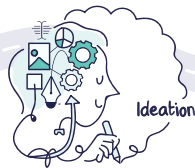


1 Innovation

Product Innovation
Early Research
Co-creation

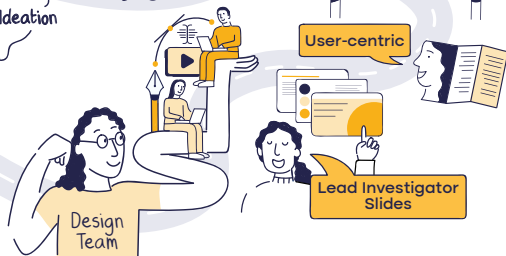


2 Clinical Trials

- ↓ Informed Consent
- ↓ Patient Information
- ↓ Lay Summaries

User-centric

Lead Investigator Slides



3 Labelling

- ← Package Leaflets (PILs)
- ← Instructions for Use (IFUs)
- ← Packaging

PIL Writing from SmPC



Packaging design



4 Testing

- Recruitment
- Readability
- User Testing
- Usability

User Panels

Focus Groups

Behavioural studies



5 Marketing

Animation & Videography



Accessible & understandable information

6 Risk Management

- ← Risk Evaluation
- ← Mitigation Strategies
- ← Risk Management Plans

