



CASE STUDY

A once-in-a-lifetime opportunity to eliminate a disease

The UK government set an ambitious goal of eliminating hepatitis C by 2023. A goal even more ambitious than the World Health Organization's deadline of 2030. As a leading provider of effective treatment for hepatitis C, our client knew that the time is now to push forward and reach this goal. But what is the best way to reinvigorate this conversation, drive change, motivate drug treatment services (DTS) and provide the tools to eliminate this disease?

Our thoughts:

We love a challenge, and clearly so do our clients! It's not often that we get the opportunity to work on **an initiative that has the potential to fully eliminate a disease**. It's not often that a client would be so determined to make their own product redundant! But that was our goal and we applied our best brains and creativity to help make this a reality.



The outcome:

Forty-nine pledges were made at the meeting. That is a lot of public commitments to make a real change towards a single goal. Delegates' confidence around accomplishing hepatitis C elimination doubled following the event. The feedback was incredible and clearly showed that the meeting achieved its objectives of reinvigorating the audience.

What an absolutely fantastic conference, you all did such an amazing job it was such an inspiring and uplifting conference

It has worked amazingly even though I am remote so thank you for organising this so well including workshops

That was awesome and awe inspiring. Thanks so much for expanding our minds

