

# Summer ACUMEN

Celebrating 10 years of patient access to innovation

## Hello!

It is amazing that a full decade has passed since we launched Aurora at the PMEA awards in December 2005. It took the two of us six months to plan for the agency. We worked out how we were going to be different, which we based around our philosophy: a happy team and happy clients deliver great work.

We are really proud of the work we do to help patients get access to innovative treatments. What we do matters and the Aurora team always wants to and does make a difference. In the past 10 years we have broadened our offering from public relations to high-level brand and franchise strategy to help solve some big problems.

This year, we have continued to help our clients solve problems. In this edition of our newsletter we showcase some of our thinking and what we have been up to over the last year, including successfully using virtual reality, running national **medical education** meetings and continuing our focus on **patient involvement** for our clients.

We are also collaborating with people, through our **Access All Areas** programme, on accelerating the uptake of medicines through best practice sharing in clinical commissioning.

Please do get in touch if you would like to find out more about how we can help you. Happy reading.



Claire Eldridge



Neil Crump



We are happy to tell you that we are a finalist for *Communiqué* Communications Consultancy of the Year! If you remember, Aurora has already been successful in winning this coveted title in 2013. In our 10<sup>th</sup> anniversary year, it would be fun to win this again!

Awards and celebrating great work matter, as they can ultimately improve patient outcomes.



We are also a *Communiqué* finalist in the Writing Excellence – Digital/Online category for *You Can. We Did.* – a patient involvement initiative we deliver with Novartis.

At Aurora, we believe that the people living with conditions are the most important to consult when developing programmes or services to meet their needs.

## Aurora's perspectives

**Virtually reality**

Chris Bath offers his perspective on the impact and potential of virtual reality for healthcare, from live streaming operations in 360° video, to walking in the shoes of people living with a disease like dementia.

**MedEd – The Aurora way**

Aurora's Dr Chris Hall presents our unique approach to medical education, shedding light on how we truly work as partners in healthcare and how medical education should be focused to ensure access.

## Aurora's work

**The good life**

Aaron Pond reflects on decades of research into how the quality of our connections with family, friends and co-workers affects our health, and how the good life is built on good relationships.

**The gathering of 'The Greats'**

Reporting from India, Sharon Khoo takes inspiration from the latest work of our partners at the GLOBALHealthPR Annual General Meeting, notably an award-winning initiative for improving access to innovation for children with Progeria: a rare condition of premature ageing.

## Aurora about town

**One night of celebrations**

We celebrated our 10 year birthday in style. Thank you to everyone who made this possible. See some images from an evening of celebrations on our Facebook page.

**All about our people**

At Aurora, we genuinely want to make a difference to our clients' brands and believe in our philosophy that a 'happy team and happy clients deliver great work'.

## Get in touch

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**Thank you**  
Stay tuned for our winter edition to find out what else we've been up to. Alternatively, give us a call to say hello!

**Connect with Aurora:**