



lucid  GROUP



Introducing  
**LUCID GROUP**

MEDCOMMS NETWORKING BRUNCH MEETING  
6 OCTOBER 2016, OXFORD

# #LucidLife campaign to attract the best people in the industry



## #LucidLife tailored packages

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### Tailored experience

- Home-working flexibility
- Part-time flexibility
- Flexible working hours
- *What is important to the individual?*

### Tailored support

- Collaborative training programmes
- Therapy area/project flexibility
- Team rotation
- *What is important to the individual?*

### Tailored remuneration

- Salary
- Flexible holiday plan
- Gym membership
- *What is important to the individual?*

## We develop the best package for each individual

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**Fiona**

**“I have a thirst to grow, develop and learn”**

Fiona likes working in a strong team, but also likes to get away on work trips and holidays

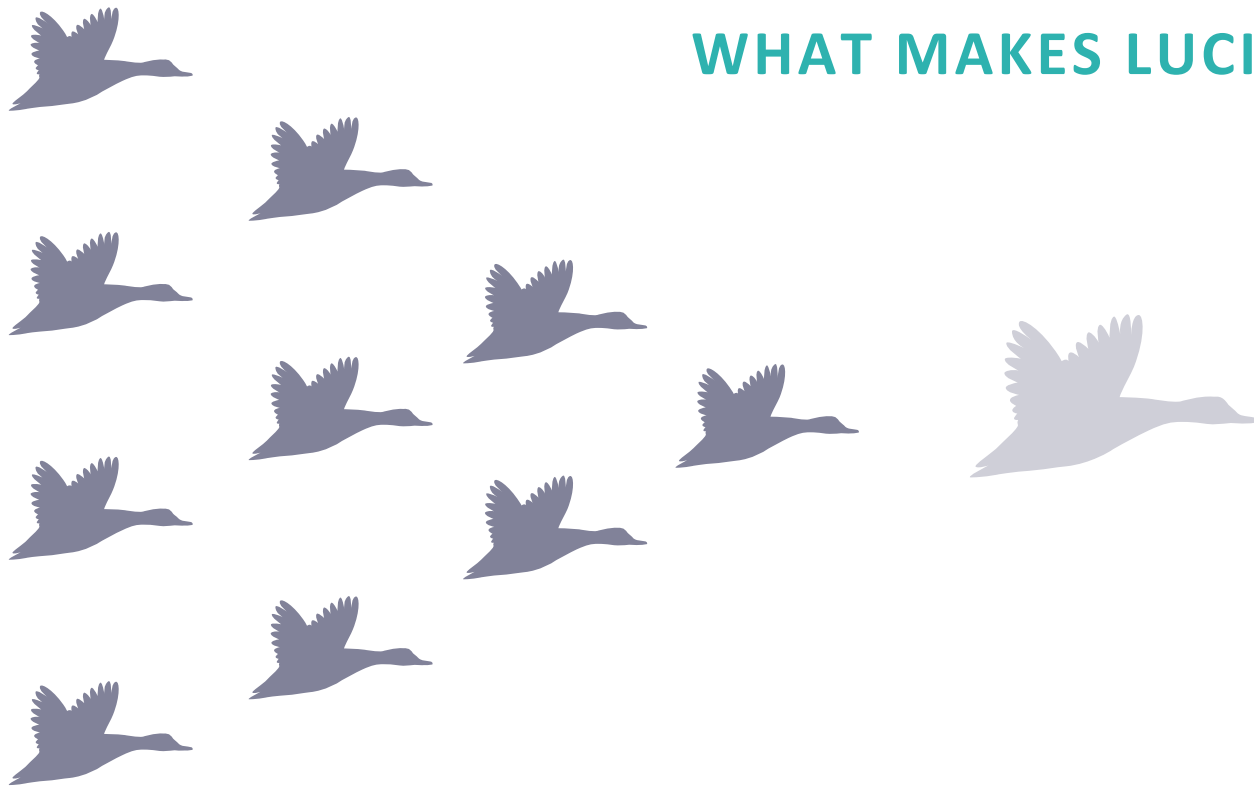


**Tajinder**

**“I want to make a difference to patients’ lives”**

Tajinder is passionate about her career, but also likes to get down to the gym and go out with friends

## WHAT MAKES LUCID DIFFERENT?



# We take time to foster our company culture

“When it comes to differentiating Lucid, it’s not about the vision, it’s not about the proposition, it’s not about the marketing... because anyone can copy that. **It’s about the culture.** It’s about developing an organisation and an organisational culture that will **make a difference**”



## WE WANT LUCID TO:

BE AMBITIOUS

BE THOUGHT-LEADING

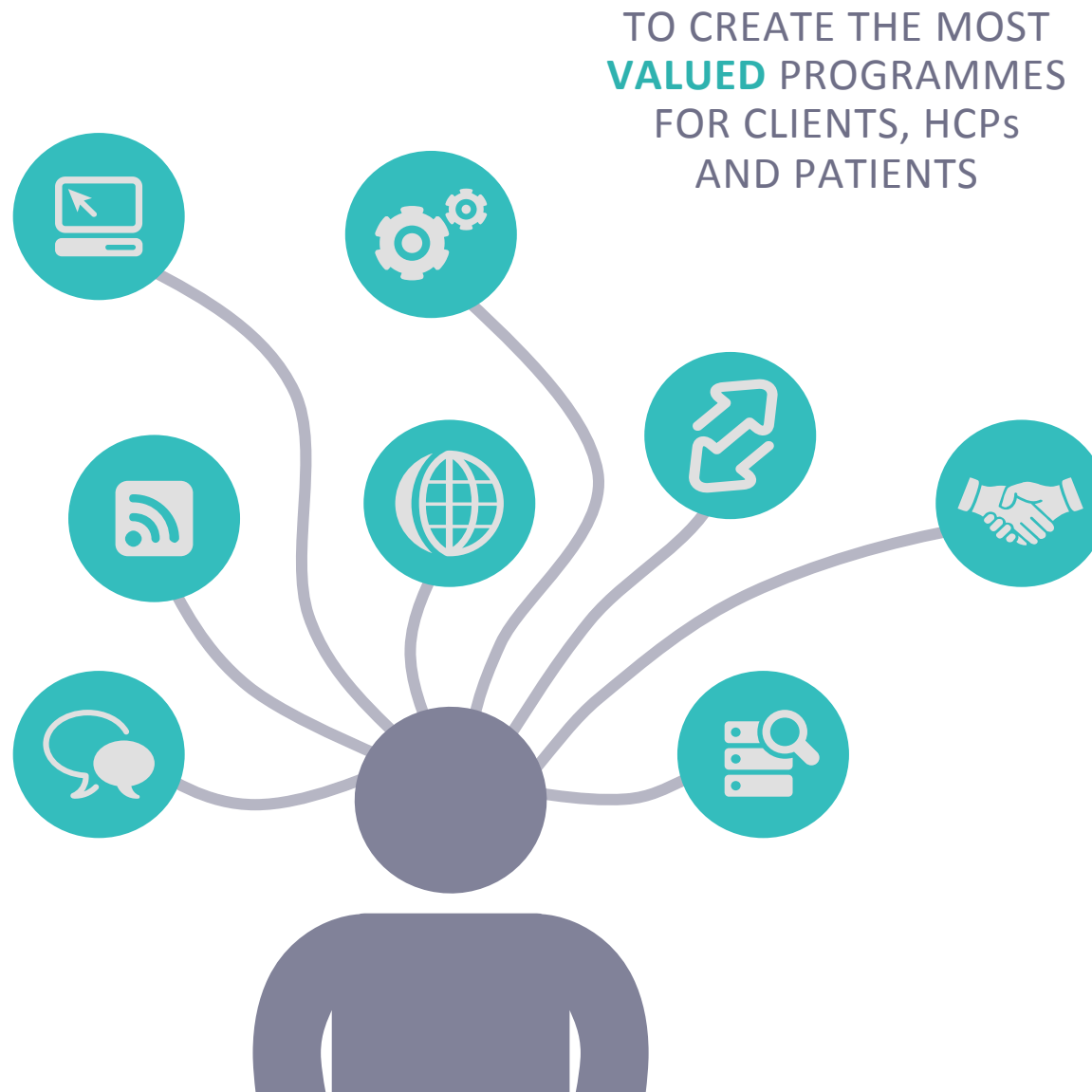
OPTIMISE VALUE TO OUR STAKEHOLDERS

BE CREATIVE AND ENTREPRENEURIAL

LEARN FROM EACH OTHER AND CHALLENGE OURSELVES

## We have a clear vision

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TO **ADVANCE** CLINICAL  
PRACTICE AND IMPROVE  
PATIENT OUTCOMES

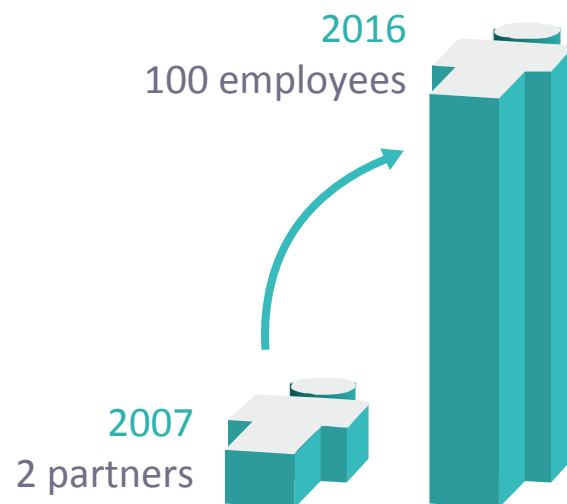
TO **ELEVATE**  
THE STANDARD  
OF MEDICAL EDUCATION  
ACROSS THE INDUSTRY



## We are a growing medical education agency



- Multiple therapy areas
- World's leading pharma companies
- International, regional and local initiatives



2007 Lucid Towers  
2009 Leading Edge  
2014 Lucid London

UK

USA

2015 Lucid NYC



We have core values that underpin all we do

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Liberating

Unique understanding

Customer success

Innovation

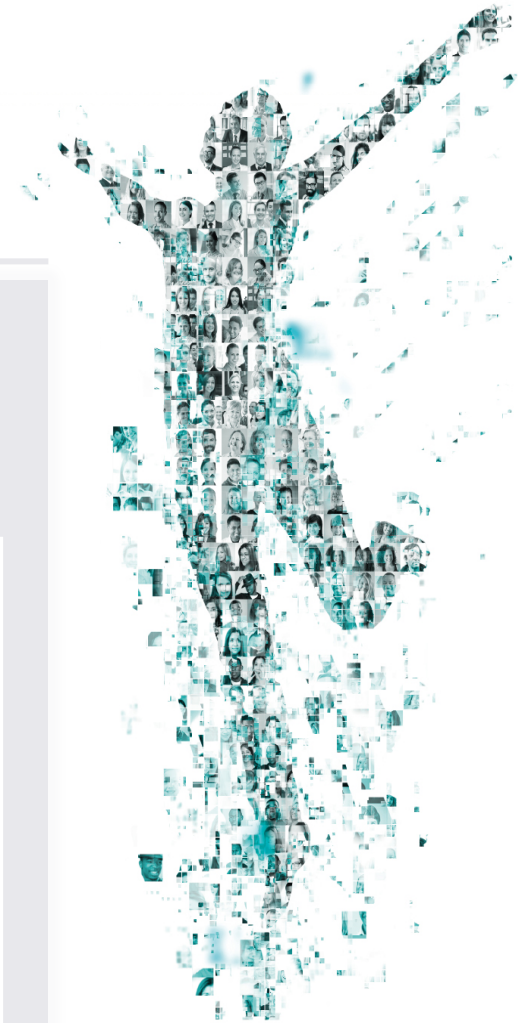
Diversity

## We strive to advance patient outcomes

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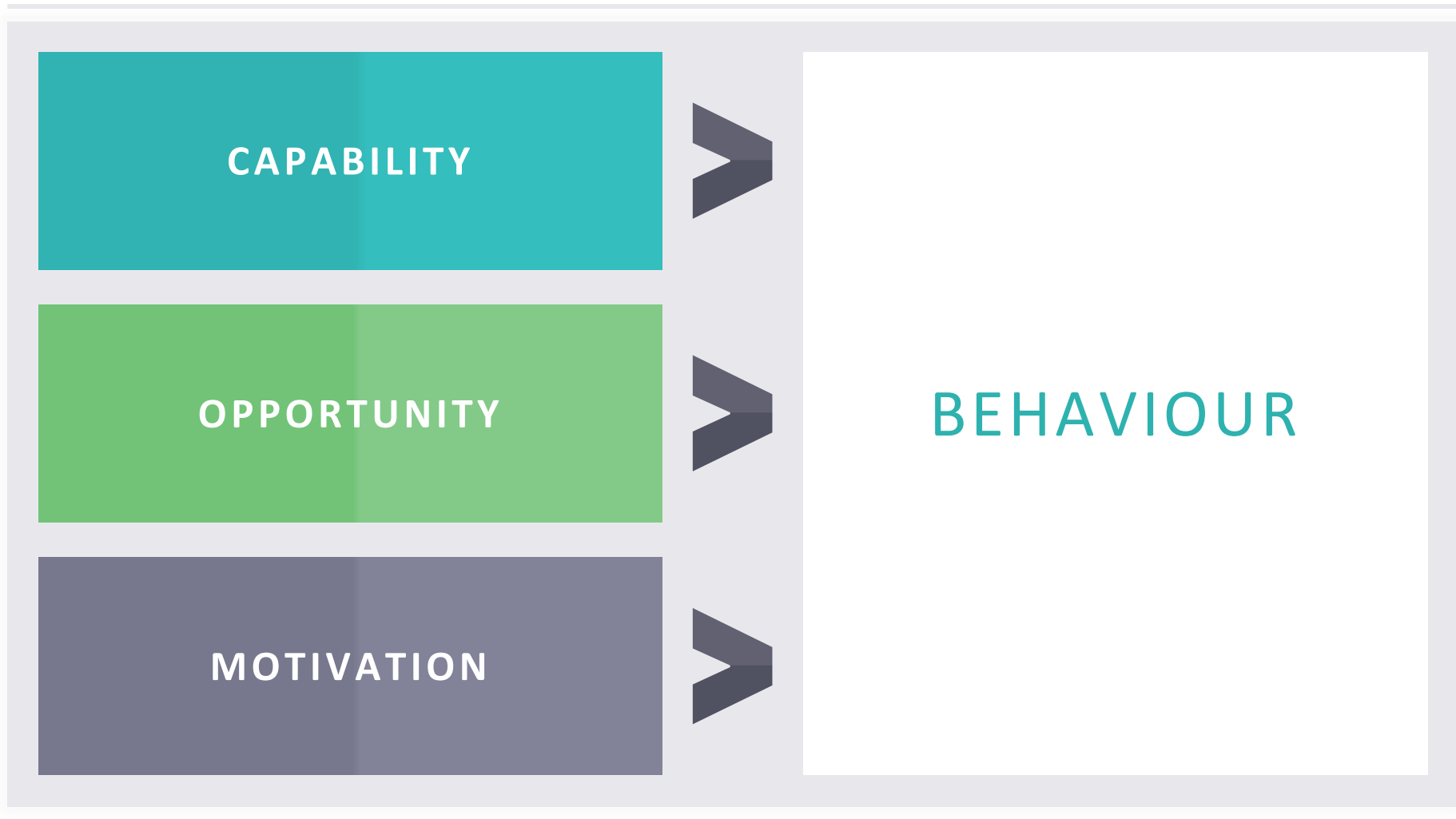
**ad>ance**<sup>TM</sup>  
OUTCOMES

- Based on behavioural psychology literature and evidence base
- Informed and supported by our health psychology advisors
- Rooted in our cultural values
- Driven by everyone in our organisation to achieve our vision



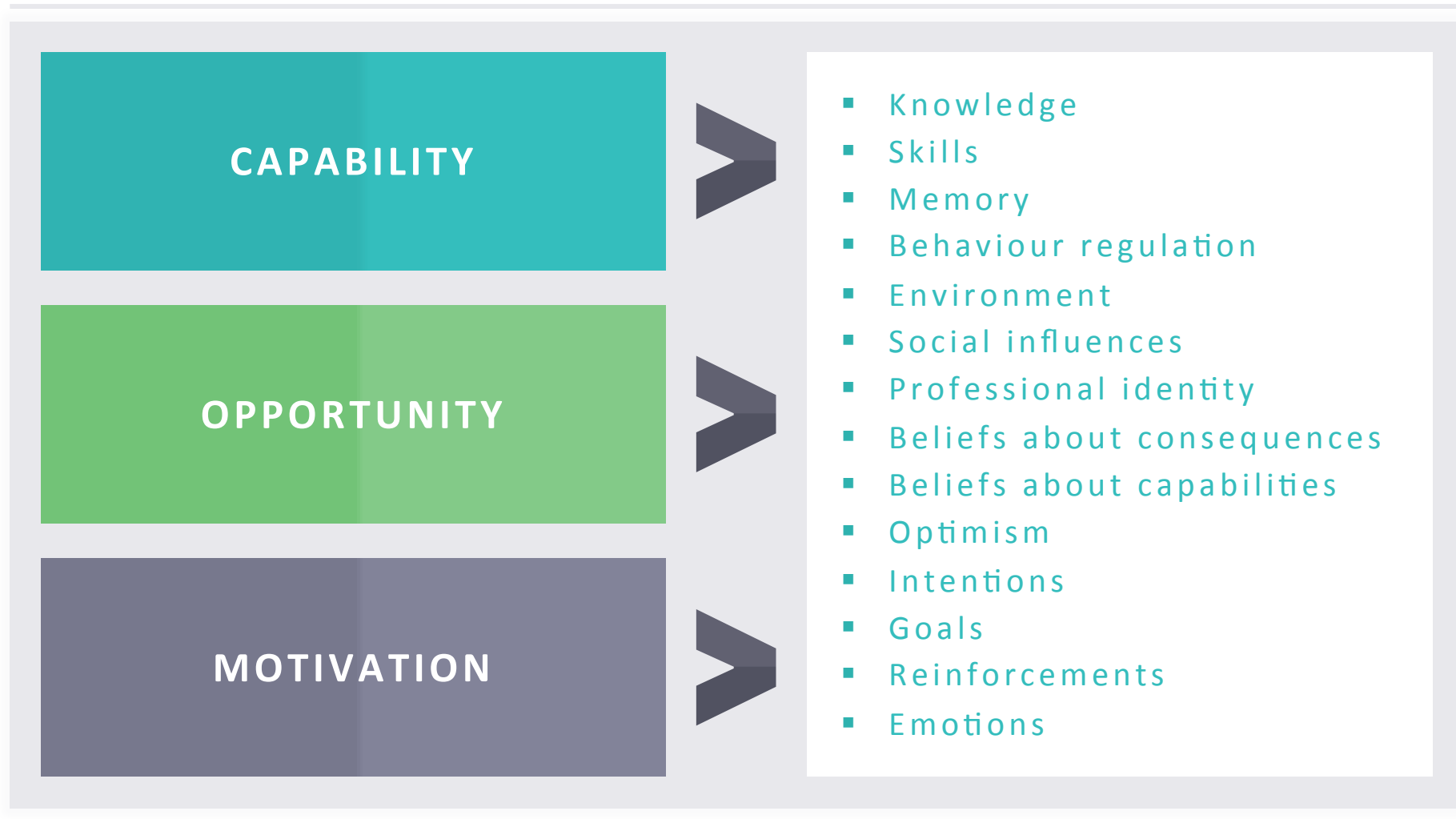
## We consult the academic literature behind behaviour change

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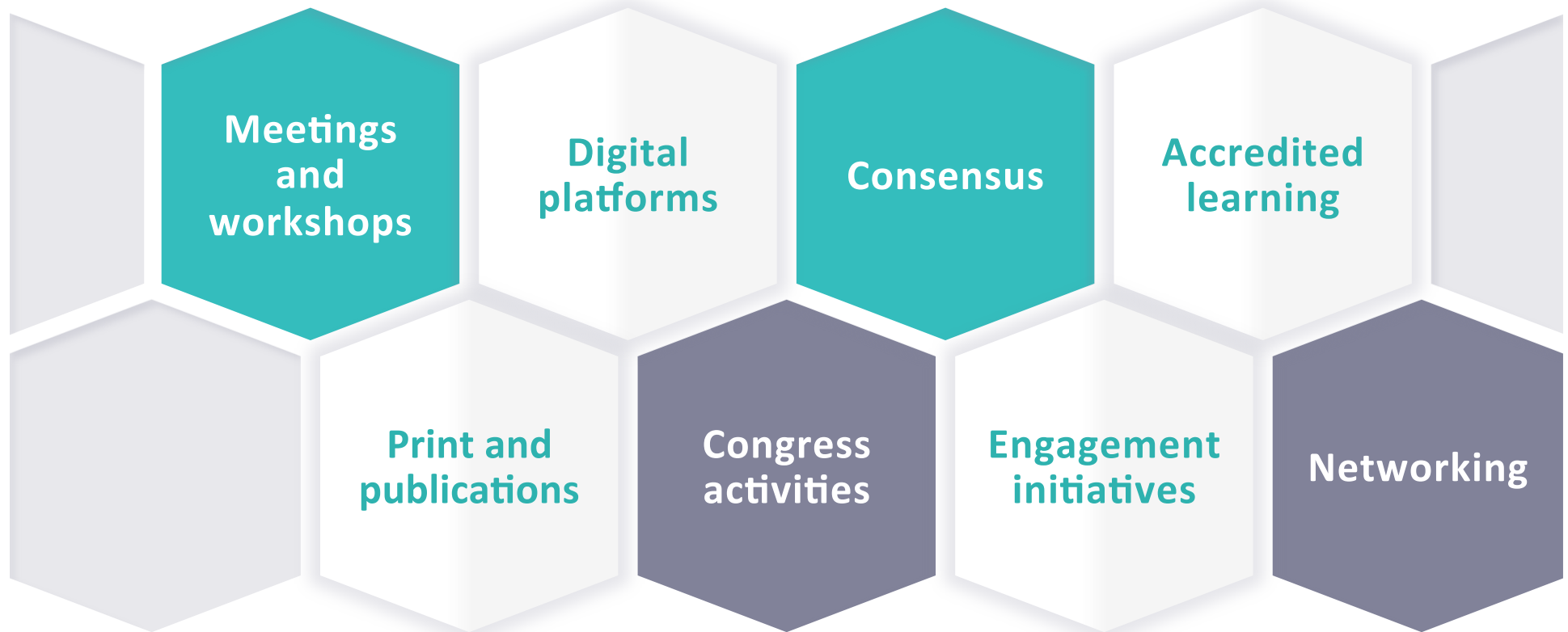
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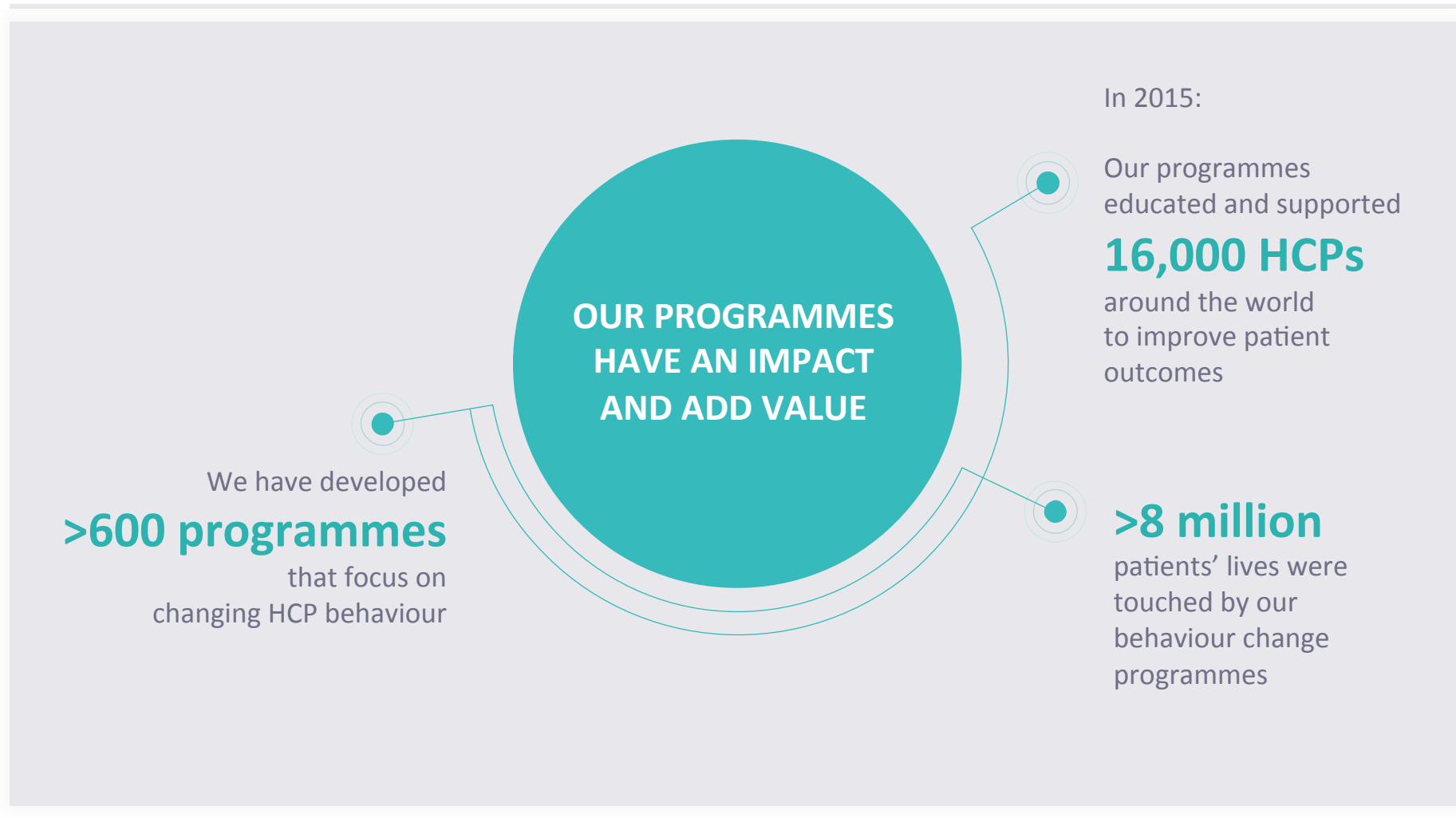
## We tailor tactics to deliver behaviour-changing strategies

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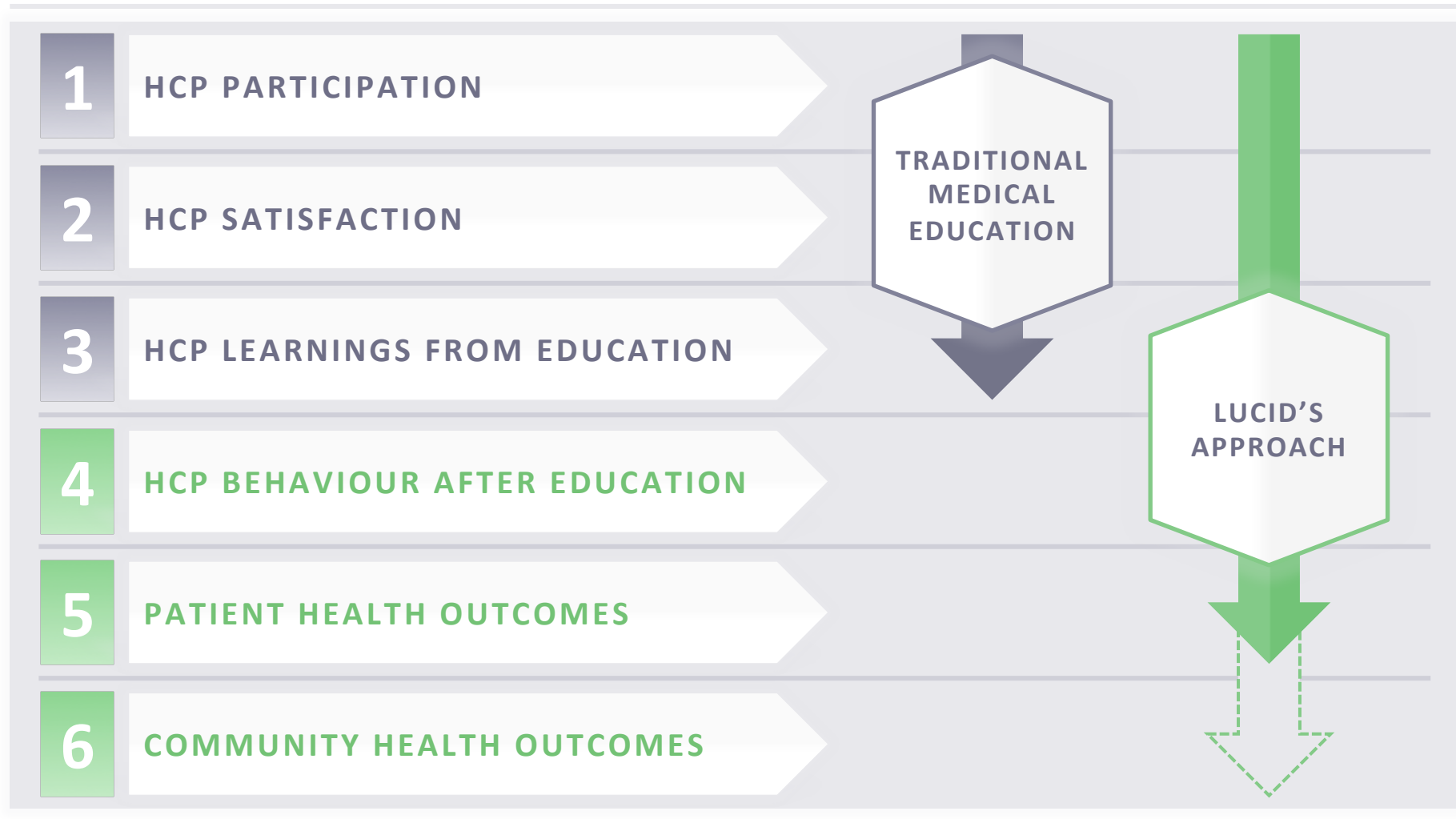


## We make a difference to multiple stakeholders

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## We challenge ourselves to measure the outcomes of our initiatives





## We engage stakeholders in our medical education ambition

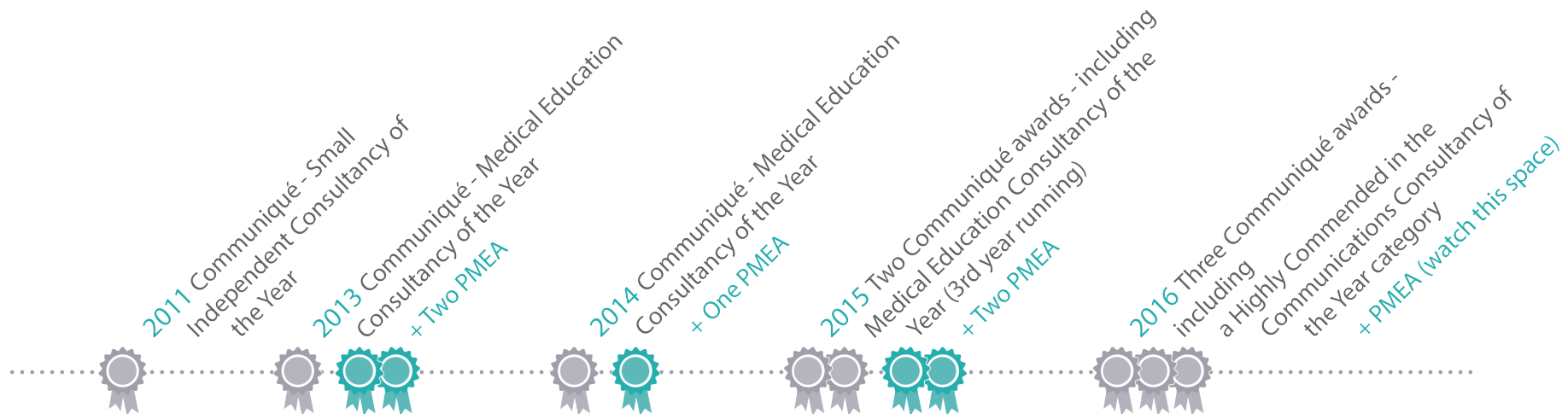
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“Lucid’s commitment to improving patient outcomes is clear. This is not just a sound bite. They demonstrate commitment.”

**LEADING GASTROENTEROLOGIST, OXFORD, UK**

# We win awards for our *Advance Outcomes* approach

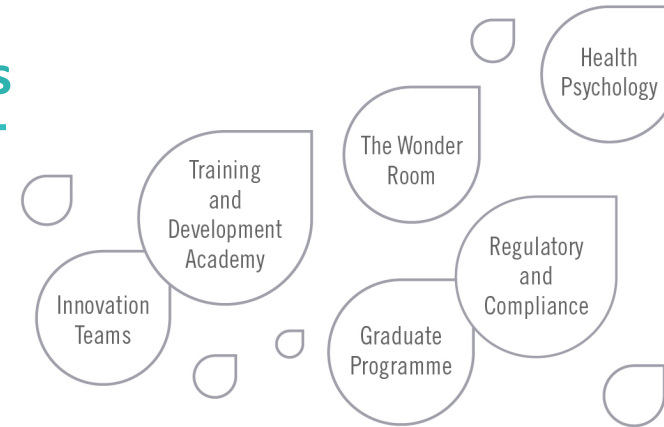
Communiq    PMEA 



“The programme really stood out amongst the crowd. It’s a comprehensive, multichannel programme that’s developed over a number of years and has shown real, **demonstrable behavioural change which has led to real clinical improvement for many patients** across the country.”

“The work showed an excellent understanding of the market and took a patient-centred approach from the outset. This was an ambitious programme reaching 3,200 physicians in 25 countries that **achieved behavioural change which resulted in improved patient outcomes.**”

# We invest in nurturing talented individuals



Supported by a leadership team with  
**>100** years of pharma and  
med comms experience



# We live our values every day to deliver medical education that changes people's lives

"Our vision is clear – ask anyone at Lucid, and they will tell you we are trying to change lives"

**MATT**

"I am constantly learning – the literature around behaviour change is changing quickly"

**MADELEINE**

"It's how we make sure what we do has a measurable impact"

**LOUISE**

"It's why I come to work: I want to make an impact"

**IFY**

"It gives us a lot of pride, knowing we are making a difference"

**LAURA**

"It means we're leading the industry, and that feels good"

**OLIVIA**





# FOR MORE INFORMATION

VISIT OUR WEBSITE: [lucid-group.co.uk](http://lucid-group.co.uk)  
CONTACT US: [daniel@lucid-group.co.uk](mailto:daniel@lucid-group.co.uk)