Introducing LUCID GROUP

MEDCOMMS NETWORKING BRUNCH MEETING
6 OCTOBER 2016, OXFORD
#LucidLife campaign to attract the best people in the industry

**Aimptions are key**

**Role tailored to me**

**Gym pass that’s free**

**Strong teams**

**Big dreams**

**Sunbeams**
#LucidLife tailored packages

**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?*
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.

We develop the best package for each individual
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

TO CREATE THE MOST VALUED PROGRAMMES FOR CLIENTS, HCPs AND PATIENTS

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

USA 2015 Lucid NYC

UK

2016
100 employees

2007
2 partners

100 employees

2 partners
We have core values that underpin all we do

Liberating

Unique understanding

Customer success

Innovation

Diversity
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 strive to advance patient outcomes
We consult the academic literature behind behaviour change

CAPABILITY

OPPORTUNITY

MOTIVATION

BEHAVIOUR
We consult the academic literature behind behaviour change

- Knowledge
- Skills
- Memory
- Behaviour regulation
- Environment
- Social influences
- Professional identity
- Beliefs about consequences
- Beliefs about capabilities
- Optimism
- Intentions
- Goals
- Reinforcements
- Emotions

Cane J, O'Connor D, Michie S. Implementation Science 2012;7(37)
We tailor tactics to deliver behaviour-changing strategies
We make a difference to multiple stakeholders

OUR PROGRAMMES HAVE AN IMPACT AND ADD VALUE

We have developed >600 programmes that focus on changing HCP behaviour

In 2015:
Our programmes educated and supported 16,000 HCPs around the world to improve patient outcomes

>8 million patients’ lives were touched by our behaviour change programmes
We challenge ourselves to measure the outcomes of our initiatives.
We engage stakeholders in our medical education ambition

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

LEADING GASTROENTEROLOGIST, OXFORD, UK
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 win awards for our *Advance Outcomes* approach
We invest in nurturing talented individuals

Communiqué WINNER
2016 Emerging Leader in Healthcare Communications

Communiqué FINALIST
2016 Young Achiever in Healthcare

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
CONTACT US: daniel@lucid-group.co.uk