

Examples of Ipsen Partnerships

Let's Talk About the Hard Things

At Ipsen, we have been supporting the prostate cancer community in the UK for over 30 years. In 2020, we convened a patient advocacy advisory meeting to better understand the burden of the disease, current challenges, and any gaps in patient support and education. A prominent theme that emerged was the importance of enabling conversations between men living with advanced prostate cancer.

Taking these learnings, Ipsen worked closely with Prostate Cancer Research (PCR) and Tackle Prostate Cancer and jointly launched 'Let's Talk About the Hard Things' – a pioneering [campaign](#) to break down the taboos surrounding the side effects of prostate cancer treatment.

Collaborating with the two patient organisations, Ipsen conducted a survey revealing that men with prostate cancer did not feel supported with the psychological and emotional consequences of living with the disease and often feel unable to talk openly about 'taboo' issues such as sex and relationships.

'Let's Talk About the Hard Things' launched in May 2021 with a media and social media campaign that focused on three powerful videos featuring a diverse range of pairings talking about the side effects of their treatment: a husband and wife talking about how they've dealt with prostate cancer and loss of libido as a couple; two men discussing the challenges of being black with prostate cancer; and two men who met at an LGBTQ+ prostate cancer patient support group who talk about erectile dysfunction and the realities of living with prostate cancer as gay men.

The campaign was well-received across the community, garnered media coverage in national titles, and much support on social media. The campaign's success has led to the development of a series of educational webinars in collaboration with PCR and has been shortlisted for an external communications award. 'Let's Talk About the Hard Things' is an example of strong collaboration with key patient organisations and demonstrates the power of a truly patient-centric approach.