

UPLIFT Innovation Challenge Application Guidelines

Thank you for your organization's interest in submitting an application to the Understanding Psoriatic Disease Leveraging Insights for Treatment (UPLIFT) Innovation Challenge! The goal of the UPLIFT Innovation Challenge is to identify and foster the development of actionable solutions to challenges that people living with psoriasis and psoriatic arthritis and their healthcare providers continue to face. To help ensure your application meets all the required criteria and elements, Amgen has developed the below guidance to set up your organization for success.

We look forward to receiving your organization's application. If you have any questions along the way, please reach out to Cathy Ferrone, Advocacy Relations Director at Amgen, via email at cferrone@amgen.com.

Criteria for Success

As you develop your application, feel free to reference the below to check that your organization's solution meets all the criteria for a successful submission:

- Have you clearly described how your organization intends to address the unmet needs of those living with psoriasis and/or psoriatic arthritis and/or healthcare providers, particularly how it addresses the 2021 UPLIFT Innovation Challenge question – How can we unite people living with psoriatic disease and their healthcare providers to achieve optimal health outcomes?
- Have you clearly defined your intended audience and provide rationale on why this audience was selected?
- Have you clearly outlined the potential impact your solution will have on your intended audience?
- Have you clearly defined the quantitative and qualitative metrics you will use to measure success?

Final Submission Checklist

Before you submit your application, did you:

- Confirm all required fields in the application form have been completed?
- Agree to the challenge Terms & Conditions linked [HERE](#)?

Once the above have been checked, please email your completed application to UPLIFTInnovationChallenge@dna-comms.com by the deadline of August 30, 2021 at 23:59 Eastern Daylight Time.

Thank you for taking the time and consideration to participate in the UPLIFT Innovation Challenge!