

# **UPLIFT Innovation Challenge Frequently Asked Questions (FAQs)**

## **Overarching Challenge Questions:**

### **1. What is UPLIFT?**

The Understanding Psoriatic Disease Leveraging Insights for Treatment (UPLIFT) real-world evidence survey was conducted by Amgen to better understand how physician and patient attitudes and behaviors regarding psoriasis and psoriatic arthritis disease severity, quality of life and treatment needs may have evolved since the 2012 Multinational Assessment of Psoriasis and Psoriatic Arthritis (MAPP) survey. The largest survey of its kind, data was collected from approximately 4,700 participants, including 473 dermatologists, 450 rheumatologists and 3,806 patients with self-reported psoriasis or psoriatic arthritis from eight countries, including the United States, Canada, United Kingdom, France, Germany, Italy, Spain and Japan. The online survey was conducted in 2020.

The 2012 MAPP survey focused on the diagnosis and impact of the various manifestations of psoriasis and psoriatic arthritis on quality of life, the relationship between the physician and patient and unmet treatment needs.

### **2. What is the UPLIFT Innovation Challenge?**

The UPLIFT Innovation Challenge is an Amgen-sponsored global challenge open to psoriasis and psoriatic arthritis focused patient organizations from around the world – regional, national or local.

The UPLIFT survey uncovered key areas of unmet need that require renewed attention, including: 1) the disconnect between patients' perceptions of disease severity and how their disease is categorized by common measures of disease severity and 2) the significant proportion of patients, regardless of disease severity, that were not receiving optimal treatment, despite the availability of new therapies.

Tremendous advances have been made, but healthcare providers and patients are still facing challenges – and who better to develop solutions to these challenges than the patient organizations striving every day to help improve the lives of people living with psoriatic diseases. Amgen is hosting the innovation challenge to encourage these organizations to develop actionable solutions to the identified challenges patients and healthcare providers continue to face.

### **3. What does the UPLIFT Innovation Challenge hope to solve?**

The goal of the UPLIFT Innovation Challenge is to identify solutions to the following challenge question: How can we unite people living with psoriatic disease and their healthcare providers to achieve optimal health outcomes?

The question is purposefully broad to encourage innovative solutions to identifying and supporting patient and healthcare provider needs.

### **4. Who can enter?**

The UPLIFT Innovation Challenge is open to all psoriasis and psoriatic arthritis patient organizations that are registered as a not-for-profit or non-governmental organization (NGO) in

its respective country, and that abide by their local and regional laws. To find out if you are eligible, please click [here](#) for more information.

The challenge is not open to individuals, medical facilities or research institutions. Applications will not be accepted for pre-clinical, clinical or translational research programs.

**5. What does the successful applicant of the challenge receive?**

One organization will be selected to receive a one-time donation or grant of \$25,000 USD (or equivalent in local currency) to be used to support the execution of the submitted solution.

Please note, Amgen exercises diligence in ensuring compliance with local law and policy. All patient organizations are strongly encouraged to consult country specific law and compliance guidance before applying as certain countries are unable to receive these types of donations and grants based on local law or policy. Your submission could be impacted by these laws at any time throughout the application process. We appreciate your understanding and support.

**6. If my organization is selected as the successful applicant, when will we receive the \$25,000 USD donation or grant?**

It may take Amgen 45-60 days to process the donation or grant and issue payment.

**7. Will my organization be required to present our solution?**

No. Finalists will not be required to present their solution.

**8. If my organization were to be chosen, are there restrictions on how the funding must be used?**

The successful applicant must direct funding to the solution featured in their application. In addition, the selected organization must agree to share two reports with Amgen, consisting of:

- One mid-stage progress report detailing work to date toward implementation of the solution approximately six months following receipt of donation; and
- One report upon the completion of the project (approximately 12 months post donation) sharing the final solution and the impact it has made.

Amgen will not be involved in the realization of the successful applicant's solution and does not need to be the sole funder of the solution.

**9. Will my organization retain full ownership of our proposed solution?**

Yes, all applicants retain full intellectual property rights to their submitted solution.

**10. Can my organization submit an ongoing project?**

Yes, all applicants can submit either a new solution or an ongoing project, including those previously funded by other third parties. We welcome any projects that provide a solution to the challenge set and adhere to all other requirements.

**Application Process:**

**11. In what language will my application need to be written?**

Applications will be accepted in any language, but English is preferred. If submitted in a language other than English, Amgen will use Google Translate or a similar tool to translate your application so it can be reviewed. No points will be deducted for grammar.

**12. What should be included in the application?**

The application form itself outlines the necessary details to be included in the application and can be found online [here](#). Please remember to provide answers for ALL of the questions in order for your application to be considered submitted successfully.

**13. How long should the application be?**

Responses for each question within the application form should not exceed specified characters noted within the application, including spaces. We recommend preparing your application responses in a separate document then transferring them into the online application form.

**14. Will the applications be available to the public?**

Amgen plans to publicly announce the winner of the UPLIFT Innovation Challenge and their solution. Please see the Terms & Conditions [here](#).

**Eligibility:**

**15. Does my organization need to agree to the challenge Terms & Conditions to apply?**

Yes, organizations must agree to all the Terms & Conditions for their application to be considered by the judges.

**16. Does the size and reach of my organization affect my chances of being selected as the successful applicant?**

Absolutely not! We recognize that patient organizations come in all different shapes and sizes. Some organizations may be volunteer-driven, while others may have numerous staff members. Some organizations may have small budgets, while others have large budgets and various resources.

All applications will be judged using a scorecard to ensure they are measured against the same criteria. We hope that whether your organization is large, small or mid-sized, you will consider applying.

**17. If my organization collaborates with another organization on an application, can we also submit an individual application as well?**

Unfortunately, no. Only one application per organization will be accepted, regardless of whether it is a collaboration.

**18. Must my organization have an existing relationship with Amgen to participate in the UPLIFT Innovation Challenge?**

A prior or existing relationship with Amgen is not required.

**Judging Criteria & Panel:**

**19. How will a successful applicant be determined?**

One organization will be selected based on established judging criteria by an external panel of experts. All applications will be judged using a scorecard to ensure they are measured against the same criteria. The established judging criteria consists of four pillars: relevancy to the challenge question, the intended audience, the potential impact and clear metrics to measure success.

**20. Who is on the judging panel?**

The global, multi-disciplinary judging panel will consist of members of the advocacy community, leading medical experts in the field and a patient representative, including:

- Silvia Fernandez Barrio, President, AEPESO / Psoriasis Association of Argentina, International Federation of Psoriasis Associations board member
- Dr. Linda Stein Gold, Director of Dermatology Clinical Research, Henry Ford Health System
- Dr. William Tillett, Consultant Rheumatologist, Royal National Hospital for Rheumatic Diseases
- Nitika Chopra, founder of Chronicon and patient living with psoriasis and psoriatic arthritis

**21. What if my organization has an existing relationship with a member(s) of the judging panel? Will this have any influence on my application?**

We recognize that the advocacy community is passionate and tight knit, and that many members of this community have existing relationships. For that reason, we have selected judges that do not currently serve on the leadership team of eligible patient organizations and can serve as impartial judges.

All applications will be judged using a scorecard to ensure they are measured against the same criteria.

**Key Dates:**

**22. When is the application deadline?**

Organizations must submit a completed application by the deadline: Monday, August 30, 2021 at 23:59 Eastern Daylight Time.

**23. When will I be notified of my status?**

The successful applicant will be notified in September - October 2021.

Amgen will announce the successful applicant once the final donation or grant has been processed. This process may take 45-60 days.

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