**IMPACT template (“mad lib”)**

For patients with psoriatic arthritis (PA) with poor responses to current therapies,

[who? Patient, provider, other stakeholder]

it’s a challenge to find new efficient therapies.

[accomplish a key activity; achieve a primary goal]

Today, their best option is the use of biological drugs that target the IL-17A/IL-23 inflammatory axis, such as secukinumab,

[current approach or status; emerging solutions]

which, because of a lack of effective response or the appearance of drug resistances

[primary functional problem relating to activity]

Yields to the interruption of treatment, the progression of lesions and the reduction in their life quality.

[bad/worst case outcomes or limitations]

Thus, there is a need to/for the identification of new molecular targets with relevance in PA

[describe the unmet need in specific terms]

which, if solved, would have the impact of improving health-related outcomes in these patients

[describe the specific impact in detailed, ideally quantifiable, terms]

Solving this need can be achieved by the use of a new mAb against BAMBI (BMP and Activin Membrane-Bound Inhibitor)

[specific solution approach that will achieve the quantifiable impact]

and will be demonstrated/proven by evaluating its efficacy in preclinical models of PA and ultimately in patients who have failed to respond to traditional standard of care therapies.  Once the compound has proven to be beneficial in non-responders, we will conduct further clinical testing in broader populations to support first-line use based on superior efficacy and comparable safety.

[what specifically will be measured to demonstrate the intended impact]

Note:

1. Sometimes the person who cares the most is indirectly connected to the challenge. If you are in that situation, talk to the faculty and we will help you modify the mad lib.
2. Last two lines are added to the original hunch mad lib.

* Line 8 asks for a solution: it is ok not to have a solution at this point, but if you have one in mind you should state it and be sure that it is tightly matched to improving the bad/worse outcomes.
* Line 9 asks you to think about how you would prove that your solution did, in fact, yield the specific improvement (impact) you sought. Thinking about how you would prove it to a skeptic will force you to be specific and force you to recognize when a result is impossible to show.

1. Finally, these impact statement (with or without the last two lines) have to be compelling to someone else – it is not enough to have a statement that touches on an area we can all agree is fraught with problems that need to be solved, it has to be compelling in the sense that you have an angle on a part of the problem that you can address and that when you do, it will matter enough for someone to change what they do.