

IMPACT "mad lib"

For Patients with psoriasis or psoriatic arthritis who do not respond to current therapies
 [who? Patient, provider, other stakeholder]

it's a challenge to find effective treatments for the skin or joint lesions
 [accomplish a key activity; achieve a primary goal]

Today, their best option is the use of new biological drugs,
 [current approach or status; emerging solutions]

which, because of the unresponsiveness of patients or the appearance of drug resistances
 [primary functional problem relating to activity]

yields to the interruption of treatments, the progression of lesions and the reduction of
 [bad/worst case outcomes or limitations] life quality

Thus, there is a need to/for the identification of new molecular targets with pathological
 [describe the unmet need in specific terms] relevance in psoriasis and inhibitors
of these targets

which, if solved, would have the impact of the outcome of these patients
 [describe the specific impact in detailed, ideally quantifiable, terms]

Solving this need can be achieved by the use of new monoclonal antibodies against
 [specific solution approach that will achieve the quantifiable impact]
BAMBI such as BI01.37

and will be demonstrated/proven by the humanization of this antibody and the evaluation
 [what specifically will be measured to demonstrate the intended impact]
of its therapeutic effects in clinical trials.

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. These elements need to be tightly matched. E.g. the solution needs to provide the benefit (improved outcomes) to the person affected.
3. 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.
4. Finally, these points need to be compelling to someone else – it is not enough to focus 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.