



Welcome from the Founders

By Dr Simon Bryson, CEO and Dr Helen Shaw, CMO

Welcome to the 2022 edition of the Proveca INSIDER Newsletter.

This is part of an annual series keeping our customers, colleagues and collaborators informed on the progress Proveca is making in delivering much needed licensed medicines to children. As for everyone, the past year living with the pandemic has brought many challenges for the Proveca Family but using our Passionate and Pioneering mentality we have managed to stay on track with our many initiatives. At the heart of everything we do is a child!

We hope you enjoy reading this newsletter, finding out about our healthcare education series, our charity work, ways the children in your care can get involved, our collaborations and some of what is going on behind the scenes to support the Proveca Family in delivering licensed medicines to children.



Newsletter Contents

Introduction	1
Reinventing Our Communication with Healthcare Professionals	2
Proveca Educational Series for HCPs	2
Delivery of Medicines Around the World	2
The Importance of Medicines Designed for Children	3
Alder Hey and Proveca Collaboration	3
Proveca for Children Fundraises £16K	4
Disease Awareness Days	4
Workforce Without Borders	5
Proveca "Fit for the Future"	5
Coming back to WeWork Manchester Office	5
Want to Get Involved?	6



Reinventing Our Communication with Healthcare Professionals

By Frances Prendergast, IE Key Account Manager

Licensed medicines are life altering for children and, as ever, we are excited to discuss the improvements our licensed medicines are making to children's lives. COVID-19 may have changed the way that we interact; however, our pharmaceutical representatives fully embrace the flexibility needed to provide healthcare professionals (HCPs) with the additional support they require, even in these difficult times. So how can you find out more about Proveca's mission and medicines? We can arrange for you to speak with your local

pharmaceutical representatives, either face-to-face, or virtually. They can provide insight into the clinical data supporting the efficacy and tolerability in children and answer any of your questions. We are located across the UK, Ireland, Germany, Austria, France and Italy and by emailing info@proveca.com, we will get you in touch with the right person in your region. For further discussion of the issues, guided by the experts, you might also wish to attend Proveca's Educational Series.

Proveca Educational Series for HCPs

By Robert Holmes, UK Country Manager

Proveca delivered several successful face-to-face educational events prior to the start of the pandemic in March 2020. Based in London, they generally hosted around 20 to 30 delegates, primarily paediatricians and pharmacists. Since the pandemic restricted some in-person events we created the "Proveca Education Series", as a remote platform for continued professional development. We have hosted eight remote events to date, with well over

1,000 delegates signing up to benefit from the education provided and Continued Professional Development (CPD) accreditation awarded through these meetings.



We were delighted to have attendees join us from a wide range of specialities, and

not only from across the UK, but also from Europe and as far afield as Australia. Generally held outside of clinic hours, participants can expect to see expert presentations and insight from experienced HCPs on topics relating to the management of drooling in neurodisability. At the end of each session, we open the room for a question-and-answer session, where attendees can post their comments and questions for the speakers and leave the event fully informed. Proveca intend to continue these events in 2022.

Delivery of Medicines Around the World

By Fiona O'Connor, Head of Commercial Operations

Proveca started its journey with a new licensed medicine, which is now well established and represented in Europe, both with Proveca country affiliates in the UK, Ireland, Italy, Germany and Austria, France and Spain, and with partners covering Benelux, the Nordics and Greece. Back in January 2021, we started to look outside of Western Europe and explore other markets where children could benefit from our treatments.

Through our resourceful network, we have now established fruitful partnerships with other companies that are closely aligned with the values of Proveca.

It is an exciting time to work in Proveca as we are on the cusp of global expansion. This year, we are also very close to signing three more speciality partners that will open Eastern Europe, Asia, and the Americas to us in 2022.

We look forward to sharing updates of our journey to getting child-friendly, licensed medicines to more children around the world.



The Importance of Medicines Designed for Children

By Helen Wilmshurst, Head of Marketing

Many medicines taken by children are not in an age-appropriate format and/or are prescribed off-label without proper evaluation in children. Our commitment is to drive the innovation of child-friendly formulations and licensing medicines for children. When making formulations for children, it is important to consider that some inactive substances ("excipients") that are added to produce tablets or medicinal liquids may not be suitable for children.

An additional challenge that specifically relates to the development of children's medicines is the need for accurate dose administration for varying ages and weights, for example, very small doses for babies and infants up to larger doses for adolescents, often within one presentation.

Age-appropriate formulations overcome these problems by offering easy-to-administer, palatable medicines where

the dose can be accurately adjusted. Child-friendly medicines are often in the form of liquids and suspensions, but issues with excipients, palatability and a short shelf-life limit, may make liquid formulations difficult to produce.

Child-appropriate solid dosage forms, such as *orodispersible minitablets (ODMTs)*, are being increasingly studied. These tiny uncoated tablets disintegrate rapidly in the mouth and offer accurate dosing and convenience, without requiring the ability to swallow whole tablets.

As every parent knows, giving medicines to children is not easy, particularly when the child is taking multiple medicines frequently. Licensed age-appropriate formulations, with proven safety and effectiveness, can improve compliance and make life easier for children and their carers.



PIONEERING Alder Hey and Proveca Collaboration

Proveca Press Release

Alder Hey Children's Hospital and Proveca Ltd are joining forces with the aim of improving medicines for children and young people. The new collaborative partnership plans to provide the best pharmaceutical treatments for children by identifying existing gaps and developing new products specifically for – and with – children and young people.

Alder Hey Children's 
NHS Foundation Trust

Dr Simon Bryson, CEO and founder of Proveca Ltd said: "We're delighted and excited about our new collaboration with the team at Alder Hey. By bringing together the expertise in paediatric healthcare of Alder Hey with the paediatric pharmaceutical expertise of Proveca we aim to drive innovation in improving the lives of children with unmet medical needs."

Dr Louise Bracken, Co-Director of Alder Hey's Paediatric Medicines Research Unit said: "This collaboration with Proveca builds on Alder Hey's proud heritage in the development of safer, better medicines for children through its Paediatric Medicines Research Unit. We hope by teaming up with Proveca that we are able to identify key gaps in provision of medicines for children and bring new products to the national formulary which are tailored to the specific needs of children and young people."

Historically, medicines were not developed specifically for children and young people. Many medicines are only available in dosage forms which are suitable for use in adults. For instance, small children are typically unable to swallow large tablets or capsules. Children are often given smaller or modified doses of adult medicines, by

splitting tablets for instance, or by diluting liquid medicines. This not only means that accurate dosing can be difficult to achieve, but it also means that medicines designed for adults might not have been rigorously tested on children and young people.

This new collaboration between industry and one of the busiest children's hospitals in Europe will call upon Alder Hey's Paediatric Medicines Research and its NIHR funded Clinical Research Facility which is celebrating its 10-year anniversary. The agreement provides an amazing opportunity to understand the needs of patients and identify the areas of unmet need to ensure that children receive age-appropriate formulations and improve adherence.

Proveca for Children Fundraises £16K

By Amy Ellams, UK Key Account Manager

In January 2020, we formed an internal committee called Proveca for Children. Although not a registered charity itself, the committee's passion and mission is to raise funds and awareness for charities who improve the quality of life for children. Every two years, we will choose two or three children's charities and fundraise on their behalf.



We are proud to say that we raised £16,200 for our chosen charities: The Star Team, The Children's Trust and the Central Remedial Clinic, all located in the UK and Ireland.

To donate, visit our [GoFundMe page](#).

Previous Fundraising Events and Challenges

We continued to have some limitations with face-to-face events, however, this did not stop Proveca's staff from getting involved in our 11MM (million metre) Challenge, which took place from February 2021 to coincide with Proveca's 11-year anniversary. The challenge covered the distance of our commercial presence across Europe, where our colleagues walked, ran, cycled, swam and skied for a whopping cumulative total of 11,000 km!

Fun fact: Proveca completed the first lap in April 2021, so the challenge was extended to complete a second lap, achieving a total of 22,000 km as a company.

Join the Fun

We would be delighted to see our partners and external members of Proveca join in with our events/challenges. So if any of the following events pique your interest, email info@proveca.com and we will contact you with more information:

Events/Challenges Calendar

January 2022 – Around the World Virtual Challenge – Similar to the 11MM Challenge, but this time around the world for a total of 40,075 km. For this challenge, we will split into teams of six and individuals will record their own kms – whether that is by walking, running, cycling, swimming, skiing, etc

Spring 2022 – Virtual Children's Art Gallery – We hope to establish a digital Academy of Children's Art. Children will be able to send in their works of art, using any medium they choose (for example: video, music, poems, drawings, etc.) and they will be displayed in our art gallery.

Summer 2022 – Colours Fashion show to be held in Manchester and Cycling and Running challenges will be announced later in the year.

We are open to partner with you to raise awareness for our chosen charities. If you have brilliant ideas that you wish to share with us, please email info@proveca.com.

Disease Awareness Days

By Helen Wilmshurst, Head of Marketing

Among the rest of our attempts to support paediatric patients, Proveca will be supporting *Disease Awareness Days* to bring *Education* to the public regarding *Diseases that Affect Children*.

Follow us on social media ([Twitter](#) & [LinkedIn](#)) to see our upcoming posts and educational content on these conditions.

14th February – International Epilepsy Day
25th March – CP Awareness Day (March is CP Awareness Month)
7-15th June – British Heart Week
5-11th September – UK Organ Donation Week
October – ADHD Awareness Month



Workforce Without Borders

By Jennifer Crompton, Business Support Manager

All employees bring a wealth of professional contribution to Proveca. As we are located across the UK and Europe, we appreciate the diverse makeup of our workforce and have vowed to promote this and actively ensure that people feel a sense of belonging and support during their career journey with us.

A diverse workforce is key to Proveca's success. Multiculturalism brings a wealth of contribution and is driving innovation. We embrace all opinions from within and outside Proveca.

To support this, we have established a "Dream Team", a committee that gives all ideas a platform to be reviewed and discussed. It takes ideas and innovations from everyone and brings them to life.

In Proveca, every member in the business participated in a *Belbin/DiSC profiling session* where we learned more about our work style and how to strengthen collaborations both cross functionally and culturally.

In addition, Proveca provides programmes such as *benefits and wellness portfolio*, and every new starter is managed via a supportive onboarding process. Our goal is to ensure *inclusivity* in the workplace.

Proveca "Fit for the Future"

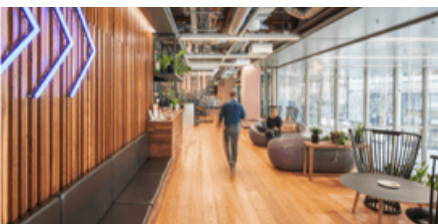
In the fast-paced world of Proveca, we've grown significantly over the past few years, and this is set to continue at pace as we focus on our ambition of becoming the **No.1 Paediatric Pharma Company**.

To achieve this, it's vital that our processes, people and systems are optimised, fit for purpose and align with our *Strategy* and *Vision*.



Coming back to WeWork Manchester Office

By Tonia Konstantinou, Medical Information Officer



The pandemic has not only affected our interactions with HCPs, but also altered the way we work and collaborate internally at Proveca in order to bring forward ideas for medicines for children.

The past year's work scene was predominantly staged in our homes; however, with the COVID-19 restrictions easing up at the end of 2021, many Proveca employees have had the chance to start visiting Proveca's Manchester

New Office at [WeWork No.1 Spinningfields](#).

Our new office is part of an innovative co-working space which allows for face-to-face, productive interactions of Proveca employees and professional guests. It is also a much bigger space than our previous offices, so it supports all Proveca personnel, which grows alongside the expanding Proveca portfolio.

Want to Get Involved?

Fun Activity - "Chester and Eva Hanging Around"

Chester and Eva are the mascots of our Proveca for Children Charity – two little bears that represent our big charitable efforts to support children in need (see also *"Proveca for Children Fundraises £16K"*).

We invite the children in your family or your patients to colour-in Chester and Eva using the colouring page below. You can mail the final masterpiece to Proveca, WeWork, Quay Street, Manchester, M3 3JE, or email it to info@proveca.com, so that we can include it to our Virtual Children's Art Gallery. By sending in your picture, you give consent for this to be displayed on our virtual gallery.



Proveca Ltd.

WeWork, No.1 Spinningfields
Quay Street
Manchester
M3 3JE
UK

Tel: +44 (0) 0161 468 2627

Fax: +44 (0) 1925 32 12 12

Email: info@proveca.com