A LIFE IN A DAY

PR & MEDIA KIT

2026



DEEPER INSIGHTS. BETTER OUTCOMES.

AT A GLANCE

A Life in a Day creates immersive patient simulations that transform how healthcare organizations understand and respond to the people they serve. Founded by Mark Doyle in 2018, A Life in a Day is used by 16 of the top 20 global pharmaceutical companies to turn patient insight into measurable behavior change.



FOUNDED

2018
United Kingdom



FOUNDER

Mark Doyle
Chief Executive



TEAM

26 people across the UK, with global reach in **55** countries



CLIENT FOOTPRINT

16 of the top **20** global pharmaceutical companies



PARTICIPANT FOOTPRINT

Over **23,000+** healthcare and life sciences professionals since 2018



EXPERIENCE LIBRARY

45+
immersive patient experiences, with more in development



SIGNATURE OUTCOME

92%
of participants implement patient-focused actions within 30 days



GLOBAL REACH

Clients in the US, UK and ROW

DON'T THINK OF PATIENT INSIGHTS AS INFORMATION. THINK OF THEM AS A DRIVER TO ACTION.

Mark Doyle, Founder & CEO

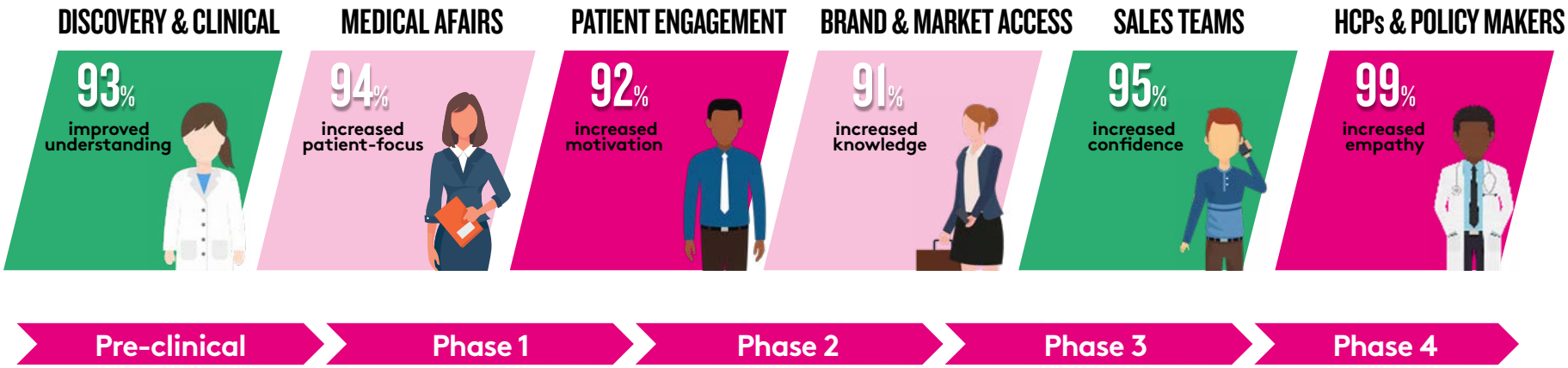
ABOUT A LIFE IN A DAY

THE COMPANY

A Life in a Day specializes in unique immersive simulations in which you become the patient and experience the challenges, choices, and impact that real patients face every day. The A Life in a Day experiences give people working in the life sciences the opportunity to walk in the shoes of a patient living with a particular condition or disease, to help develop empathy and understanding which drive tangible changes within their role, organization, and industry.

Used in 55 countries, the A Life in a Day experience have created tangible change in international healthcare and pharmaceuticals, with over 23,000 participants taking part since it began in 2018. With over 45 experiences (and more in development), A Life in a Day covers a wide range of therapy areas and is utilized by people throughout the entire drug development process from research to HCPs.

DEEPER INSIGHTS. BETTER OUTCOMES.



ABOUT A LIFE IN A DAY

A UNIQUE IMMERSIVE EXPERIENCE

Patient insight is not the problem in pharma. **Turning insight into action is.** Most organizations have the research, patient journeys, data and stories—but understanding alone does not change what teams do. **A Life in a Day closes this Insight-to-Action Gap by transforming patient insight into lived experience and lived experience into role-specific behavior change.** Its 24-hour immersive solution doesn't ask participants to step away from their jobs to learn about the patient; it brings the patient's reality into their actual day, making the experience personal, relevant and difficult to forget. The result is not simply greater empathy or understanding, but measurable action: **92% of participants implement patient-focused changes within 30 days.** That's the difference: **A Life in a Day doesn't just help teams understand the patient differently. It helps them work differently because of it.**



A LIFE IN A DAY AWARDS



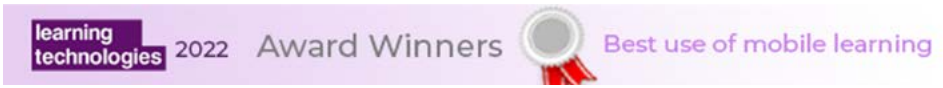
BOBI Awards 2024
Best Patient
Centric Approach



CPHI Pharma 2022
Digital Innovation



Learning Technologies Awards 2020
Best use of mobile learning
Best use of simulations or virtual environments for learning



Learning Technologies Awards 2022
Best use of mobile learning



Made with Patients
Awards 2025
Best Patient Centric Initiative



UK Pharma Awards 2025
Pharma Supplier of the Year



UK Pharma Awards 2026
Best Patient Centric Initiative

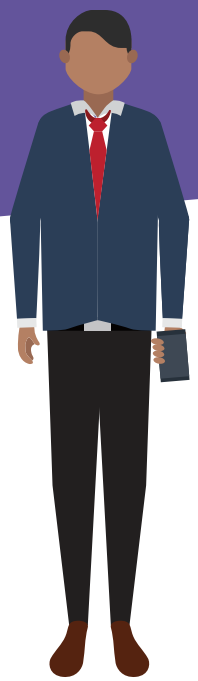


PMEA 2021
Patient Centricity Award

ABOUT A LIFE IN A DAY

MISSION

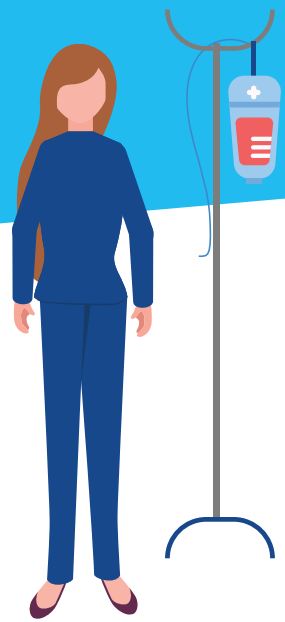
WE DELIVER REVELATORY IMMERSIVE PATIENT EXPERIENCES THAT MOTIVATE PEOPLE IN THE HEALTHCARE SECTOR TO DELIVER PATIENT-FOCUSED CHANGE.



ABOUT A LIFE IN A DAY

VISION

TO IMPROVE THE LIVES OF ALL PATIENTS BY INCREASING EMPATHY AND UNDERSTANDING THROUGHOUT THE HEALTHCARE SECTOR.



ABOUT A LIFE IN A DAY

OUR VALUES

THINK TENACIOUSLY

We interrogate the challenge before we solve it. Depth of thinking is what makes lived experience possible.

ACT PURPOSEFULLY

Every experience we build is designed to move people to a specific, measurable action.

FEEL DEEPLY

The stories we bring into the room come from real patients. We honor that in everything we produce.

SPEAK OPENLY

We name what the industry doesn't. Candor is a service to our clients and to the patients they serve.

MEET THE FOUNDER



MARK DOYLE, FOUNDER & CEO

Mark Doyle is the founder of A Life in a Day, the immersive patient-experience solution used by 16 of the top 20 global pharmaceutical companies. Before pharma, Mark trained and worked as an actor. He built A Life in a Day on the conviction that healthcare didn't have an information problem, it had an experience problem, and that lived experience produces the behavior change patient centricity programs promise but rarely deliver. Under his leadership, A Life in a Day has run over 23,000 immersive experiences across 55 countries, with 92% of participants implementing patient-focused actions within 30 days.

“

I’M NOT A DOCTOR. I’M NOT A SCIENTIST. I’M AN ACTOR WHO’S LEARNED HOW TO CREATE MOMENTS THAT MOVE PEOPLE. A LIFE IN A DAY USES THAT CRAFT TO MAKE PHARMA FEEL WHAT PATIENTS FEEL, NOT AS THEATRE, BUT AS A CATALYST FOR ACTION. BECAUSE WHEN PEOPLE CARE MORE, THEY ACT DIFFERENTLY.

Mark Doyle, Founder & CEO

PITCH ANGLES FOR MEDIA

Three ready-to-run angles tiered by audience. Each includes the hook, the proof, and the strongest angle.

1 ANGLE 1: THE CREATIVE OUTSIDER WHO MADE PATIENT CENTRICITY MEASURABLE

THE HOOK.

Mark Doyle didn't come from healthcare. He came from theatre. That outsider perspective led him to approach a problem pharma had struggled with for years differently: how do you move patient understanding beyond information and make it change what people actually do? He built an immersive patient-experience methodology now used by 16 of the top 20 global pharma companies—treating patient centricity as a creative discipline with measurable commercial outcomes attached.

THE PROOF.

In one US launch, **1,300 field sales professionals** participated in A Life in a Day. Six weeks later, **97% reported a meaningful increase in their understanding of the condition and its real-world impact, 98% were more confident bringing the patient experience to life, and 93% were more confident integrating the patient throughout customer conversations.** The impact carried into the field: **85% more effectively articulated unmet need and patient type, while HCPs gave representatives 31% more time to complete their calls.** One representative described the experience as helping them **"build trust faster"** and gain additional time with physicians.

SAMPLE QUESTIONS.

- Why does an actor build a pharma methodology?
- How is immersive experience different from patient insight research?
- What have 23,000 pharma professionals learned by becoming the patient?
- Where does pharma still get patient centricity wrong?

PITCH ANGLES FOR MEDIA

Three ready-to-run angles tiered by audience. Each includes the hook, the proof, and the strongest angle.

2 ANGLE 2: WHY NOW, PHARMA'S RESTRUCTURING MOMENT

THE HOOK.

US pharma is in a restructuring cycle. Budgets are tightening. Dedicated patient-centricity teams are being cut across the top twenty. The patient does not go anywhere. The commercial imperative to understand the patient does not go anywhere. What changes is who inside the organization has to do that work, and how they do it with less.

THE PROOF.

A Life in a Day is built to embed patient understanding across all functions of a pharma business, not as a specialist team but as a capability every function carries. Cost-effective, fast, measurable behavior change with demonstrable ROI. The methodology becomes more critical, not less, when patient-centricity teams shrink.

SAMPLE QUESTIONS.

- What should pharma leaders be doing right now to protect patient centricity through restructuring?
- Is patient centricity a cost or a commercial capability?
- What does patient understanding cost when it goes wrong?

PITCH ANGLES FOR MEDIA

Three ready-to-run angles tiered by audience. Each includes the hook, the proof, and the strongest angle.

3 ANGLE 3: THE ACTION GAP

THE HOOK.

Pharma is rich in patient insight. Too often those insights are captured, packaged, and presented, but not experienced, remembered, and acted on. That is the gap A Life in a Day closes.

THE PROOF.

The 92% action rate. The 30-day time-to-action. Case studies across therapy areas showing measurable behavior change in the field, not just in the room. The ZS Associates index correlating patient centricity to commercial performance.

View ZS paper: Patient centricity in action Medical affairs as a catalyst for patient-centric transformation >



SAMPLE QUESTIONS.

- Why do patient centricity programs so often stop at the deck?
- What does behavior change look like when you actually measure it?
- Should the industry demand evidence of action from patient centricity investments?

TALKING POINTS & QUOTABLES

Five signature lines, ready to lift into coverage. Attribute to Mark Doyle unless otherwise noted.

THE CREDIBILITY LINE

SIXTEEN OF THE TOP TWENTY GLOBAL PHARMA COMPANIES USE OUR IMMERSIVE EXPERIENCE. 92% OF PARTICIPANTS IMPLEMENT PATIENT-FOCUSED ACTIONS WITHIN 30 DAYS. A 1,300-REP ROLLOUT AT A TOP-FIVE PHARMA MEASURABLY IMPROVED THE DURATION AND QUALITY OF HCP CONVERSATIONS.

Mark Doyle, Founder & CEO

TALKING POINTS & QUOTABLES

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THE CONTRARIAN LINE

PHARMA SPENDS MILLIONS UNDERSTANDING PATIENTS. TOO OFTEN, THOSE INSIGHTS ARE CAPTURED, PACKAGED, AND PRESENTED, BUT NOT EXPERIENCED, REMEMBERED, AND ACTED ON. THAT IS THE GAP A LIFE IN A DAY CLOSES.

Mark Doyle, Founder & CEO

TALKING POINTS & QUOTABLES

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THE PERSONAL LINE

I'M NOT A DOCTOR. I'M NOT A SCIENTIST. I'M AN ACTOR WHO'S LEARNED HOW TO CREATE MOMENTS THAT MOVE PEOPLE. A LIFE IN A DAY USES THAT CRAFT TO MAKE PHARMA FEEL WHAT PATIENTS FEEL, NOT AS THEATRE, BUT AS A CATALYST FOR ACTION. BECAUSE WHEN PEOPLE CARE MORE, THEY ACT DIFFERENTLY.

Mark Doyle, Founder & CEO

TALKING POINTS & QUOTABLES

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THE VISION LINE

EXTRAORDINARY EXPERIENCES THAT DELIVER DEEPER INSIGHTS TO DRIVE BETTER MEASURABLE OUTCOMES FOR THE PEOPLE WHO GO THROUGH IT, FOR THE ORGANIZATIONS THAT FUND IT, AND ULTIMATELY FOR THE PEOPLE LIVING WITH THE CONDITION.

Mark Doyle, Founder & CEO

TALKING POINTS & QUOTABLES

Five signature lines, ready to lift into coverage. Attribute to Mark Doyle unless otherwise noted.

THE US-SPECIFIC LINE

AS US PHARMA BUDGETS TIGHTEN, PATIENT-CENTRICITY HAS TO BE MORE THAN GOOD INTENT. BUYERS NEED EVIDENCE OF ACTION. A LIFE IN A DAY TURNS PATIENT INSIGHT INTO MEASURABLE BEHAVIOR CHANGE WITH ROI.

Mark Doyle, Founder & CEO

CASE STUDIES

Five case examples for use in coverage. Each carries an internal permission status. Confirm the status with the A Life in a Day marketing team before publication.

1 CASE 1: A TOP-FIVE PHARMA SALES-FORCE ROLLOUT

Case Study:
Measurable Impact on Customer Conversations

The Challenge

A top-five global pharmaceutical company was preparing for a new US drug launch and wanted to equip **1,300 commercial team members** with a deeper understanding of the real-world patient experience. The goal was to move beyond patient-centered messaging and enable more authentic, meaningful conversations with HCPs.

The Program

A Life in a Day delivered its immersive patient experience across the sales organization during the first 12 months of launch. Rather than simply learning about the patient, representatives experienced the realities patients face and learned to translate those insights directly into customer conversations.

The Outcome

Six weeks after participating:

- **97%** reported a meaningful increase in their knowledge of the condition and understanding of its real-world impact.
- **98%** felt more confident bringing the patient experience to life.
- **93%** felt more confident integrating the patient throughout customer conversations.
- **85%** more effectively articulated patient unmet need and patient type compared with previous assessment.
- HCPs gave representatives **31% more time** to complete their calls.

Why it Matters

The impact moved beyond learning and confidence into **measurable field behavior and customer engagement**. Patient understanding helped representatives build trust faster, have more in-depth conversations about unmet need, and earn more time with HCPs, demonstrating how patient centricity can become a **commercial capability rather than a training initiative**.



CASE STUDIES

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2 CASE 2: INCREASED PATIENT FOCUS IN BRAND TEAM ACCELERATES LAUNCH

The Challenge

A global pharmaceutical brand team preparing for launch needed to ensure the patient perspective was embedded throughout commercialization rather than added as a final consideration. The goal was to increase patient understanding across functions and translate that understanding into better launch decisions.

The Program

A Life in a Day immersed cross-functional brand team members in the lived patient experience, then helped participants translate those insights into their individual roles and launch responsibilities. The experience surfaced opportunities to strengthen messaging, customer engagement, decision-making and launch planning through the patient lens.

The Outcome

The program created measurable changes in both understanding and intended behavior:

- **100%** agreed the experience would help them be more effective in their roles.
- **100%** agreed it would make them think differently about the challenges patients face.
- Participants identified **role-specific opportunities and actions** to apply patient insights directly to their work.
- Patient understanding was translated into considerations across **brand planning, communications, customer engagement and launch strategy**.

Why it Matters

Patient centricity became more than an input into the launch plan—it became a **shared decision-making lens across the brand team**. By building lived patient understanding before launch, A Life in a Day helped teams identify how the patient perspective could change what they did in their individual roles, creating stronger cross-functional alignment and a more patient-focused commercialization strategy.

PATIENT INSIGHT BECAME ROLE-SPECIFIC ACTION BEFORE LAUNCH—NOT AN AFTERTHOUGHT.

CASE STUDIES

Five case examples for use in coverage. Each carries an internal permission status. Confirm the status with the A Life in a Day marketing team before publication.

3 CASE 3: IMPROVING CLINICAL PRACTICE THROUGH IMMERSIVE LEARNING

The Challenge

The MS Society wanted to explore whether healthcare professionals and leaders who already worked closely with people living with MS could gain a deeper understanding of the realities patients experience outside the clinical setting, and critically, whether that understanding would lead them to **change how they supported people living with MS**.

The Program

A Life in a Day partnered with the MS Society to develop and pilot its immersive patient experience with **11 participants**, including HCPs working directly with people living with MS and senior leaders. The experience was designed around three objectives: deepen understanding of the real-world impact of MS, increase empathy, and identify **new actions participants could take in their own roles**.

The Outcome

The results demonstrated a clear progression from deeper understanding to tangible action:

- **91%** saw a meaningful increase in knowledge, understanding and confidence when talking to and about people living with MS.
- **100%** reported increased empathy for people living with MS.
- **100%** said the experience made them think about people living with MS in new ways.
- Participants identified **25 specific situations where they could take action**.
- Participants identified an average of **1.6 actions each**.
- The average time to implementing the **first action was just 22 days**.

Most importantly, those actions translated into tangible changes in practice. Participants introduced a **new fatigue-management strategy**, developed a **new carer-impact plan**, spent additional time with patients to build more patient-centered care plans, published an article to increase awareness of MS, and even brought the patient experience into **finance and budget discussions**.

Why it Matters

These were professionals who already knew MS. Some worked with people living with the condition every day. Yet the immersive experience revealed something clinical knowledge alone had not: **knowing the condition is different from understanding what it means to live with it**.

100% DEEPER EMPATHY

25 ACTION OPPORTUNITIES

22 DAYS TO FIRST ACTION

They already worked with people living with MS.
The experience still changed what they did.

CASE STUDIES

Five case examples for use in coverage. Each carries an internal permission status. Confirm the status with the A Life in a Day marketing team before publication.

4 CASE 4: TURNING LIVED PATIENT EXPERIENCE INTO BETTER CLINICAL TRIAL DESIGN

The Challenge

A global pharmaceutical company wanted its Research & Development team to better understand what participating in a clinical trial actually demands of patients and carers. The objective was not simply to build empathy, but to identify real-world barriers to participation and translate those insights into **practical changes to clinical trial design and engagement**.

The Program

A Life in a Day immersed the global R&D team in the lived experience of patients and carers at different stages of a clinical trial, from the burden of reporting and site visits to waiting periods, home treatment logistics and the cumulative impact of participation on everyday life.

Participants were then challenged to identify **specific actions within their own roles** that could reduce trial burden and create a more patient-focused clinical experience.

The Outcome

The experience translated patient insight into measurable action:

- **97%** reported a meaningful increase in understanding of the real-world impact of clinical trials.
- **97%** were motivated to increase patient focus within their role.
- **100%** said the experience made them think about the patient experience in new ways.
- **553 patient-focused actions** were identified.
- Participants generated an average of **2.6 actions each**.
- The average time to implementing the **first action was 26 days**.

More importantly, those actions changed how trials were designed and delivered. Teams introduced initiatives to **reduce clinical trial reporting burden**, improve support for patients and carers, give prospective participants more time to make enrollment decisions, and streamline home deliveries to reduce the number of required visits.

Why it Matters

This demonstrates the commercial value of closing the Patient Insight-to-Action Gap in R&D. Patient insight didn't remain in a research report, it influenced protocol-related decisions and how the trial was delivered.

By understanding the burden of participation through the patient's eyes, teams identified hundreds of opportunities for change and began acting on them within weeks. Better patient experience became a lever for better clinical development.

553 PATIENT-FOCUSED ACTIONS

↓ CHANGES TO TRIAL DELIVERY

↓ INCREASED RETENTION + REDUCED COST + RICHER DATA

SPEAKING TOPICS

Three signature speaking topics covering topics to engage the pharma and healthcare community.



1 TOPIC 1:

The Action Gap: Why Pharma's Patient Insight Isn't Moving the Field Forward

HOOK AND BEST AUDIENCES:

The pharmaceutical industry has never known more about its patients. Every year, companies invest millions in patient research, advisory boards, journey mapping, ethnographic studies, and real-world evidence. Yet despite this wealth of insight, many organizations struggle to translate what they know into meaningful behavior change across commercial, medical, and leadership teams. In this thought-provoking keynote, Mark Doyle explains how A Life in a Day has achieved a **92% implementation rate of patient-focused actions within 30 days**, proving that meaningful change is not only possible but measurable.

Availability:

Mark books in-person and virtual keynotes.

Preferred lead time: 8+ weeks for major events.

Recording rights: negotiable.

Inquiries: Contact the primary contact on the last page.

SPEAKING TOPICS

Three signature speaking topics covering topics to engage the pharma and healthcare community.



2 TOPIC 2:

Why Every Pharma Executive Should Spend 24 Hours as Their Patient

HOOK AND BEST AUDIENCES:

Every pharmaceutical executive makes decisions intended to improve patients' lives—but very few truly understand what those lives feel like.

This keynote challenges conventional thinking by making the business case for lived experience as a commercial capability. Mark Doyle shares how his unconventional background as an actor led him to create one of the pharmaceutical industry's most effective patient experience methodologies.

Availability:

Mark books in-person and virtual keynotes.
Preferred lead time: 8+ weeks for major events.
Recording rights: negotiable.
Inquiries: Contact the primary contact on the last page.

SPEAKING TOPICS

Three signature speaking topics covering topics to engage the pharma and healthcare community.



3 TOPIC 3:

Patient Centricity in the Age of Restructuring: The New Commercial Argument

HOOK AND BEST AUDIENCES:

As pharmaceutical companies navigate restructuring, budget pressures, and organizational change, one question continues to surface: Can companies afford to invest in patient centricity? Mark Doyle argues that organizations should be asking the opposite question.

Availability:

Mark books in-person and virtual keynotes.

Preferred lead time: 8+ weeks for major events.

Recording rights: negotiable.

Inquiries: Contact the primary contact on the last page.

MEDIA KIT ASSETS

The full media kit lives at alifeinaday.co.uk/media-relations. All assets are available in high-resolution for editorial use. Contact the media team for logo files, product photography, or custom requests.

WHAT'S IN THE KIT:

ASSET	FORMAT AND USE
Founder headshots	Three registers: studio (formal), environmental (in a workshop or on stage), casual. High-res JPEG and PNG. Photo credit noted per image.
Company logo	Full-color, monochrome, and reversed. EPS, SVG, and PNG. Approved usage per brand guidelines.
Program photography	In-experience imagery. Faceless illustrations per A Life in a Day brand guidelines to protect participant anonymity.
Sample published content	Selected LinkedIn posts, op-eds, and podcast clips.
Published research	Peer-reviewed papers on A Life in a Day showing outcomes (oncology, gastroenterology, and forthcoming obesity study).
Case study briefs	The five case studies in this document, available as one-page PDFs.
Recorded media	Prior podcast appearances, speaking clips, video assets.
This press kit	Downloadable PDF version of this document.

MEDIA CONTACT

For interview requests, speaking inquiries, background briefings, and asset requests:

PRIMARY CONTACT:	Alex Cull, hello@alifeinaday.co.uk
RESPONSE TIME:	Within one business day
US LAUNCH INQUIRIES:	Kate Jackson, hello@alifeinaday.co.uk
ONGOING PARTNERSHIP:	For US partnership and speaking inquiries specifically, please email us at hello@alifeinaday.co.uk

A Life in a Day is the immersive patient-experience methodology used by 16 of the top 20 global pharmaceutical companies to turn patient insight into measurable behavior change. Founded in 2018 by Mark Doyle and used in 55 countries, A Life in a Day produces the industry's most measurable patient-centricity outcomes: 92% of participants implement patient-focused actions within 30 days.