



**STRENGTH
FOR LIFE**

An Abbott initiative.

CLIENT:
Abbott's Nutrition Business

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FOR PUBLICATION

STRENGTH FOR LIFE: A DESIGN-LED MOVEMENT TO MAKE MUSCLE MATTER



EXECUTIVE SUMMARY

Malnutrition affects over **3 million** people in the UK and is a major contributor to poor health outcomes, increased hospital admissions, and escalating NHS costs - estimated at **£19.6 billion** annually. Yet it is frequently under-recognised, particularly when driven by progressive muscle loss in older adults and those with chronic conditions such as COPD and frailty. Muscle loss can occur even in patients with normal or high BMI, making it difficult to detect using standard assessments. Despite its profound clinical relevance, muscle health is often overlooked in both primary and secondary care due to a lack of awareness, limited training in nutrition, and fragmented care pathways. Addressing this gap through education and engagement was the core ambition of Strength for Life.

Strength for Life is a design-led national initiative from Abbott's Nutrition business that has successfully repositioned muscle health as a clinical and operational priority across the NHS.

Developed in response to the under-recognition of muscle loss in frailty and COPD, the campaign fused brand, content, and information design into a unified educational platform that resonated with healthcare professionals (HCPs) and patients alike. The programme was built from the outset to be non-promotional and ABPI-compliant - providing educational, service-led support to NHS organisations and reframing nutrition as a cornerstone of preventative care.

Strength for Life's ambition was not to promote a product, but to create a movement - one that would drive awareness, shift professional attitudes, and embed new behaviours into clinical workflows. It presented a clear, credible, and emotionally resonant message about the role of muscle in long-term health outcomes, with a campaign identity and content strategy that spanned hospital and community-based education, service support, digital resources, and patient materials.

DESIGN-LED IMPACT WAS DEMONSTRATED ACROSS FOUR KEY OBJECTIVES:



Raising awareness and changing behaviour:

Through targeted communications, educational sessions, and tools, the campaign achieved a **65%** increase in HCPs reporting they now assess patients for muscle loss. Muscle health content reached **95%** of dietitians, **75%** of GPs, and **36%** of nurses within the target audience - driving over **65,000** digital engagements and reinforcing strong resonance and scale.



Unlocking the value of existing services:

The Strength for Life campaign provided a compelling platform to activate NHS-aligned initiatives, including the independently delivered community screening programme, which met its challenging target by screening **48,432** patients across 176 practices. **18%** of COPD and **16%** of frailty patients were newly flagged as high risk of malnutrition & muscle loss - patients who would likely have gone undetected in routine practice.



Establishing Abbott as a trusted partner in preventative care:

Through non-promotional collaboration with NHS organisations, the campaign equipped clinical teams with the tools, training, and confidence to deliver more proactive, nutrition-aware care. The initiative received strong endorsements from GPs, was recognised at national and international academic conferences, and earned an NHS innovation award.



Driving market-level change:

The 'muscle' category of high-protein Oral Nutritional Supplements (ONS) saw a **22.2%** uplift in volume between 2022 and 2024. While market growth cannot be solely attributed to the campaign, Strength for Life remains the only national programme focused on muscle health education - providing a likely catalyst for increased awareness, acceptance, and appropriate prescribing across the sector.

Design was the enabler that brought all of this together - translating a complex clinical message into clear, credible, and engaging materials across multiple formats. It gave HCPs confidence, gave patients clarity, and unified what could have been a fragmented set of interventions into a coherent, scalable, and impactful campaign.

THE MUSCLE HEALTH GAP

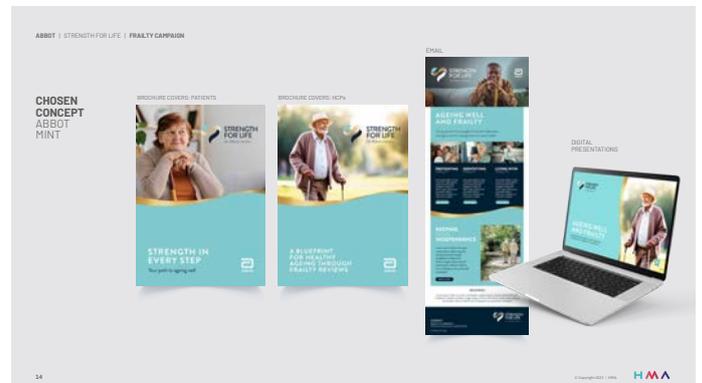
Over **3 million** people in the UK are malnourished or at risk of malnutrition - most as a result of underlying illness, a condition known as disease-related malnutrition (DRM). Malnutrition is not only a major clinical and public health issue, but also a significant economic burden - costing an estimated **£19.6 billion** each year in England alone.¹

Low muscle mass is a defining criterion for diagnosing malnutrition and a critical determinant of long-term wellbeing - particularly in ageing populations and those with chronic health issues. Severe loss of lean body mass (**40%**) is associated with increased risk of death,² highlighting the importance of early intervention to prevent further decline or, where possible, support recovery. Despite its importance, muscle health is frequently overlooked in health and care settings, with most assessments relying heavily on Body Mass Index (BMI) as the sole indicator of nutritional status. However, BMI does not differentiate between fat and muscle mass, meaning malnutrition - whether due to undernutrition or overnutrition - can be missed, especially in individuals with obesity. This failure to detect underlying muscle depletion has significant implications for independence, mobility, and broader health outcomes.

Two high-need, high-impact therapy areas where muscle health plays a decisive role are COPD and frailty. Both are national NHS priorities, with well-documented links between muscle loss and adverse health outcomes.

- In patients with Chronic Obstructive Pulmonary Disease (COPD), up to **39%** experience reduced skeletal muscle mass.³ Comorbidities and corticosteroid treatment can accelerate muscle wasting, leading to poorer respiratory outcomes, reduced exercise capacity, and greater risk of hospital admissions.
- In frail patients, malnutrition, sarcopenia (age-related muscle loss), and frailty often form a cyclical deterioration in older adults.⁴ Sarcopenia contributes to frailty, which significantly increases the risk of falls and fractures, reduces quality of life, and heightens mortality.²

Adequate protein intake is essential to help minimise declines in muscle strength and function,⁵ particularly in individuals at risk of frailty or chronic conditions. High-protein Oral Nutritional Supplements (ONS) can help reduce complications and support healthy weight gain where needed.⁶ Despite the strong clinical rationale for nutritional intervention in these therapy areas, ONS are often undervalued or under-prescribed. This cultural and economic bias limits effective preventative care. One contributing factor is that most healthcare professionals receive minimal formal training in nutrition, which may result in lower prioritisation of nutritional consultations in routine practice.



THE MOTIVATION BEHIND MUSCLE

Abbott's nutrition business is one of the UK's leading suppliers of Food for Special Medical Purposes (FSMPs), providing science-based oral nutritional supplements and specialist feeds to the NHS for the dietary management of medical conditions. As these products are reimbursed via prescription, Abbott's primary target audience is healthcare professionals (HCPs) - particularly those involved in patient screening, diagnosis, and nutritional prescribing. Abbott also provides information designed for patient use.

Recognising the significant unmet need of muscle health assessment, Abbott set out to reframe muscle loss not as a niche nutritional concern, but as a clinical and operational priority in both primary and secondary care. As part of its broader commitment, Abbott had developed a suite of non-promotional, added-value services for NHS organisations - including a muscle screening data collection programme in secondary care, an end-to-end community screening programme, and the provision of handgrip dynamometers for HCPs to support meaningful engagement and adoption. The most ambitious of these was the community screening initiative, designed not only to demonstrate patient impact but to embed best practice into primary care workflows. Delivered via independent clinical pharmacists, the programme aimed to create a replicable, sustainable model that could inform long-term care planning even after the intervention concluded.

To support these structured educational and service-led workstreams, it was essential to raise awareness among HCPs of the vital role muscle plays - particularly in managing frailty and COPD. Equally important was positioning high-protein oral nutritional supplements (ONS), where clinically appropriate, as a targeted, evidence-based intervention that can improve patient outcomes and help reduce longer-term pressure on NHS resources.



THE BRIEF

The brief challenged us to think strategically about how to position the problem of muscle loss through brand, information, and content design. This required the development of an umbrella strategy and messaging framework that would resonate with both HCPs and patients. Content needed to be carefully tailored to the needs, language, and motivations of each audience, ensuring clarity, credibility, and emotional relevance at every touchpoint. All communications were developed in line with ABPI guidelines to ensure that materials remained strictly non-promotional, reinforcing the campaign's educational intent and regulatory compliance.

STRATEGIC OBJECTIVES

- Encourage more HCPs to proactively screen for muscle loss (baseline 31%) by increasing awareness of its clinical significance and providing accessible, evidence-based tools that integrate seamlessly into everyday practice.
- Unlock the value of Abbott's muscle health programmes, in particular, realising the ambition of the community screening programme in screening over **48,000** patients in **24 months**.*
- Position Abbott as a trusted partner in preventative health, demonstrated through successful collaboration with HCPs on education-led initiatives.

- Grow the clinical market for high-protein oral nutritional supplements (ONS) by **10%** as a measurable indicator of improved HCP awareness around their role in supporting muscle function.

* With an average GP practice serving around 10,000 patients⁷ - and up to 35% of over-65s living with frailty⁸ and 2.2% of adults diagnosed with COPD⁹ - a target of 2,000 screenings per month represented a challenging but focused target, achievable only through coordinated, sustained effort.

DESIGN OBJECTIVES:

- Brand-led design: Create a clinically credible and emotionally engaging campaign identity that resonates with both HCPs and patients, launched in all programme communications across multiple therapy areas.
- Content-led design: Deliver a consistent suite of educational materials that simplifies the narrative of muscle health and supports Abbott's account team with the uptake of muscle-related added-value services within the NHS.
- Information-led design: Design clear, accessible formats for presenting clinical and population-level data to HCPs - enabling them to easily interpret results and make informed decisions within routine practice.

Launch date: July 2023

Design budget: [REDACTED CONFIDENTIAL DATA]

DESIGN SOLUTION

Delivering on these objectives required more than clinical evidence - it needed a design-led approach that could shift perceptions, inspire engagement, and drive lasting behaviour change. It's from this that the Strength for Life campaign was born... bringing together brand, information, and content design to create a unified platform that resonated with both HCPs and patients. This was as much about changing culture as delivering care, with every design decision focused on enabling healthcare teams to integrate muscle health into routine practice with clarity, confidence, and impact, taking into consideration the barriers each target audience faced.



Healthcare providers lack time, tools, and protocols due to resource scarcity



Healthcare professionals (HCPs) lack clarity and confidence due to lack of knowledge and training in this area.



Patients lack awareness and engagement of the importance of muscle health.



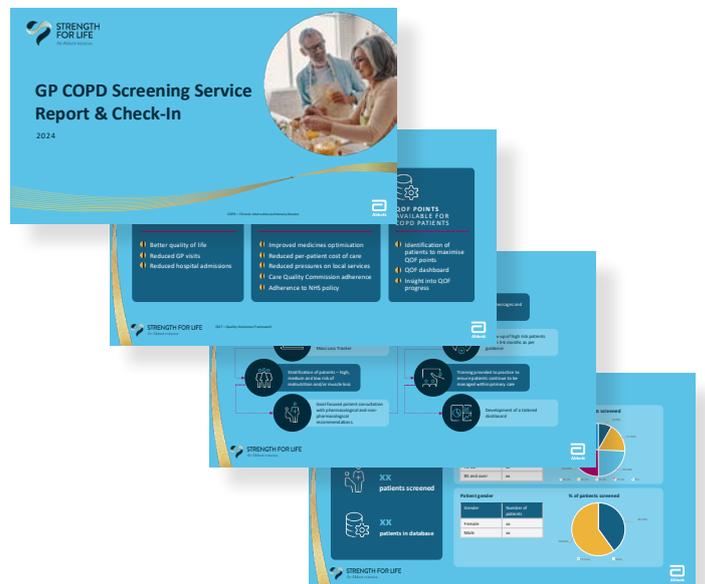
STRENGTH FOR LIFE

An Abbott initiative.

The Strength for Life name was chosen for its dual emphasis on physical vitality and long-term resilience - extending the conversation beyond muscle alone to focus on broader patient outcomes such as strength, independence, and improved quality of life. It was also designed to evoke a sense of purpose and action: empowering HCPs to recognise and prioritise muscle health in clinical care, and motivating patients to actively maintain their strength throughout life. The visual identity was carefully designed to align with Abbott's global brand guidelines while creating a distinctive, programme-specific look and feel. The logotype incorporates a heart-shaped frame, symbolising care and vitality, while the central motif - a gold ribbon styled to reflect muscular form - subtly nods to the core clinical focus on muscle health.

The design system to accompany the identity included:

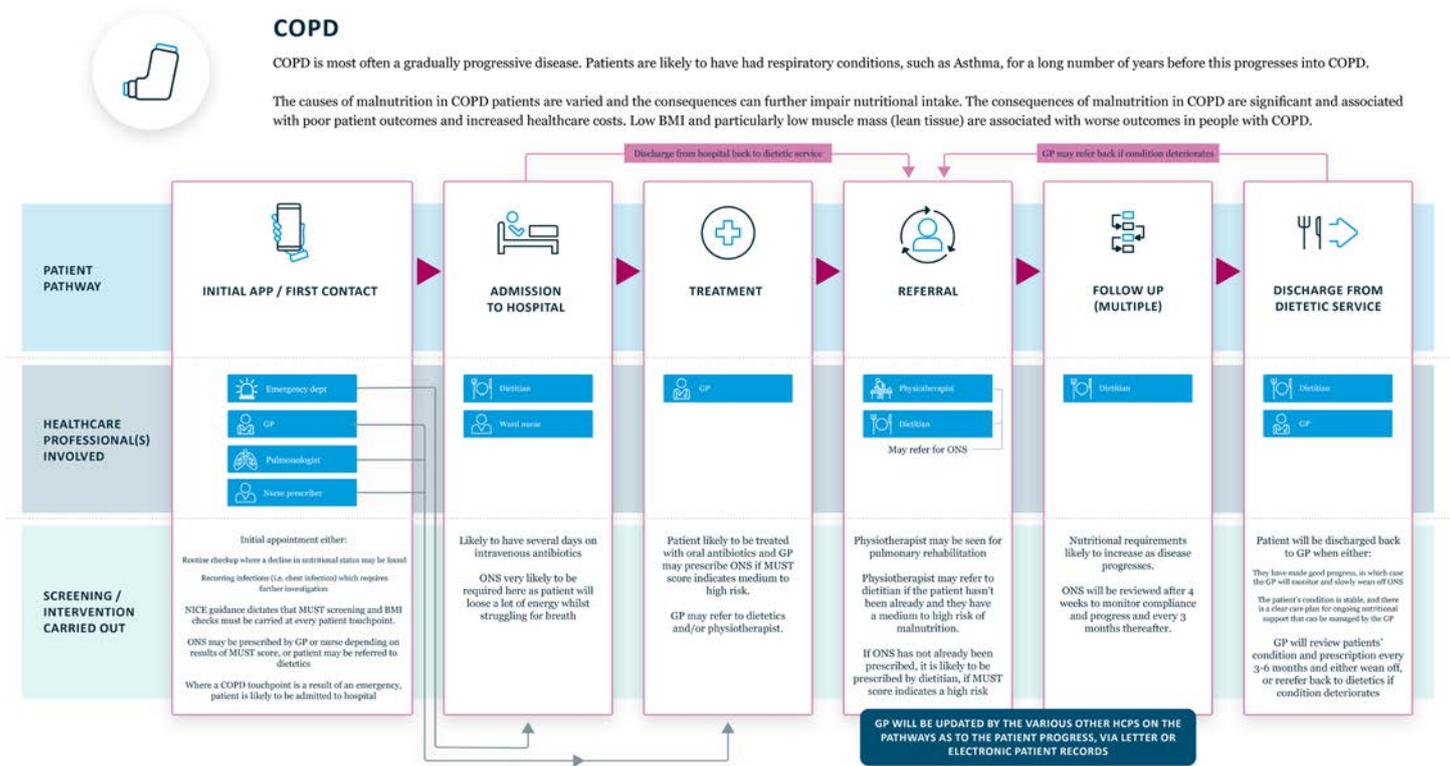
- A comprehensive brand playbook - ensuring consistent application of the campaign brand and tone across all materials whether created by us or other agencies
- Tailored messaging frameworks - developed for each target audience to reflect their specific needs/tones.
- Educational visuals and animations - simplifying complex topics like sarcopenia, screening tools, and disease progression to support understanding and uptake.



DESIGN GROUNDED IN INSIGHT

Delivering a design-led solution for Strength for Life required a nuanced understanding of both clinical context and communication effectiveness. To build a credible, high-impact campaign, we started with a **desktop and literature review** into the burden of disease-related muscle loss, its clinical consequences in frailty and COPD, and the efficacy of nutritional interventions - particularly high-protein ONS. Research into prevalence and cost analysis also helped define the scale and economic impact of muscle loss across NHS services.

This was supported by qualitative research into real-world clinical pathways and their variability, which helped identify optimal points for introducing muscle screening and nutritional intervention conversations - and determine which HCPs were best positioned to lead that change. This insight laid the foundation for a carefully crafted content design strategy, with a digital-first focus, split into two streams: one aimed at **healthcare professionals (HCPs)** and the other at **patients**.



HCP-FOCUSED TACTICS

To embed the ethos of Strength for Life into healthcare settings meaningfully, the campaign followed a strategic adoption ladder - **awareness > consideration > trial > advocacy** - with each design intervention developed to reduce cognitive load, minimise time demands, and build confidence across healthcare teams. Clinical validation from Abbott's Medical and Regulatory Affairs teams ensured all outputs were accurate, balanced, and compliant - setting a clear baseline for where creativity could be used effectively without making unsubstantiated claims.



Awareness:

Design efforts focused on surfacing muscle health as a neglected but critical clinical issue. Educational materials were designed with clarity and empathy to support rapid understanding, even for those without prior nutritional expertise - an essential consideration given the limited nutrition training most HCPs receive.

- In-person and webinar-based training sessions, with accessible content delivered across a range of professional roles and therapy areas.
- Remote learning resources, helping HCPs engage flexibly around clinical workloads.
- Editorial content and thought leadership, designed to reframe muscle loss as a system-level concern.
- Email and digital campaigns tailored to different HCP audiences and therapy areas, linking back to muscle-related content on Abbott's ProConnect website.

By presenting consistent messaging through clear, well-designed content, the Strength for Life brand opened doors for busy healthcare teams to engage without adding complexity.



Consideration:

To support deeper reflection and decision-making, this phase of the campaign provided structured, evidence-backed tools:

- Strength for Life toolkits, used to showcase the available screening approaches, the supporting clinical evidence, and practical guidance on how they could be integrated into everyday care.
- Designed clinical protocols aligned with national guidelines, simplifying translation into everyday practice.
- Case studies, helping decision-makers quickly understand potential benefits.

These materials helped build clarity and trust - addressing knowledge gaps and reducing hesitation by showing how interventions could fit within existing systems.



Trial:

Trial support focused on removing practical barriers. All materials were built to be low-effort and ready-to-use, avoiding additional burden for clinical teams:

- Educational content developed under the Strength for Life brand was designed to facilitate peer-to-peer knowledge transfer. Once the community screening programme was established within a GP practice, the materials enabled a 'train-the-trainer' approach - empowering practice teams to cascade learning and embed sustainable practice change.
- Visual tools to help practices navigate workflow, and intervention steps.
- Impact reports presented in digestible formats to NHS partners, enabling teams to understand impact without needing data analysis skills.

This emphasis on intuitive content and time-saving formats meant healthcare providers could participate in Strength for Life initiatives confidently, even with limited internal resources.



Advocacy:

To sustain momentum, design extended into peer influence:

- Testimonial videos and written quotes, capturing clinician experiences in an authentic, shareable way.
- Support for poster development and conference submissions, reinforcing credibility and encouraging local pride.
- Peer-to-peer content, designed to be easily adapted and shared within and between practices.

These advocacy tools made it easier for clinicians to become ambassadors - supporting further uptake across the NHS with minimal promotional activity.

PATIENT-FOCUSED SOLUTIONS

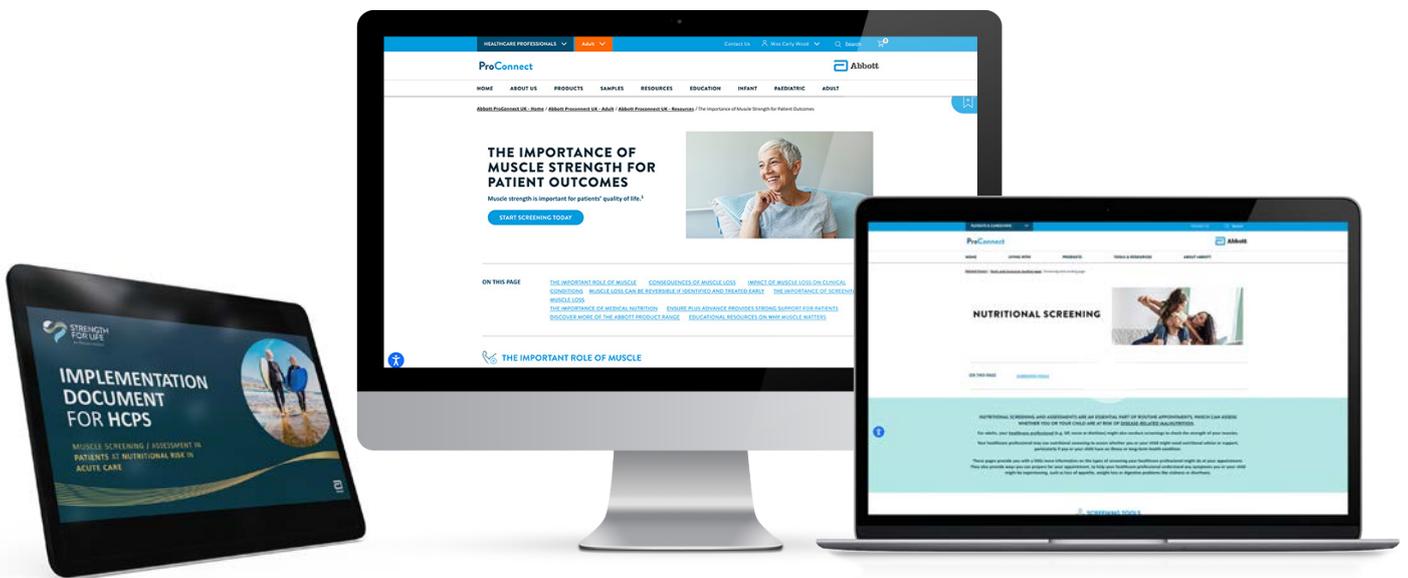
Engaging patients required a distinct tone and design approach, centred on empathy, clarity, and trust:

Accessible messaging: Content and information design was used to simplify complex medical issues using everyday language, empowering patients to understand and take action. This information was then presented on Abbott's ProConnect website and provided to HCPs in the form of digital collateral to reinforce the muscle message.

Patient-tested communication: We collaborated with the Patients Association to co-develop tone and terminology. Content was refined through focus groups and validated by patients to ensure relevance and clarity.

Trust signals: A trusted mark was introduced on Strength for Life patient materials and website pages to reassure patients that the content had been developed with their voices in mind.

Together, these HCP and patient design streams elevated Strength for Life beyond a typical clinical programme. The design-led approach transformed how muscle health was perceived, talked about, and acted upon - shaping behaviours, not just materials.



HCP ProConnect Portal

Patient ProConnect Portal



RESULTS

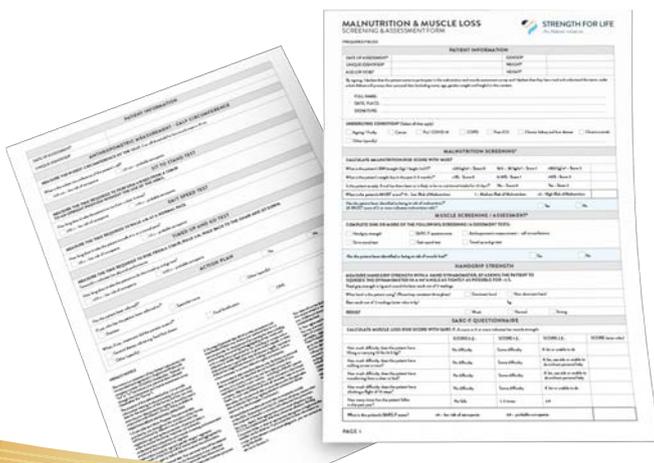
The Strength for Life campaign set out to shift thinking, behaviour and outcomes around muscle loss in clinical practice. Designed as an education-first, design-led initiative, its success was measured not just by materials delivered - but by meaningful change in healthcare professional engagement, clinical practice, and patient outcomes. The following results demonstrate the measurable impact of the campaign against its strategic objectives, showcasing both the scale and significance of its achievements across primary and secondary care.



STRATEGIC OBJECTIVE 1: ENCOURAGE MORE HCPS TO PROACTIVELY SCREEN FOR MUSCLE LOSS

Independent quantitative research conducted pre- and post-campaign showed that **51%** of surveyed HCPs had assessed patients for muscle loss (n=150) - representing a **65%** increase compared to the same period prior and indicating a significant shift in clinical behaviour driven by the campaign.

Strength for Life's communications strategy achieved impressive penetration across key healthcare professional audiences, with muscle-related content reaching **95%** of dietitians, **75%** of GPs, and **36%** of nurses within the target populations. This broad reach was matched by a sharp increase in engagement - **204%** growth from 2023 to 2025 - culminating in **65,543** clicks across digital assets to find out more about muscle-related content. These figures highlight both the scale and resonance of the campaign's messaging, reinforcing its effectiveness in raising awareness and prompting action among clinical audiences.



STRATEGIC OBJECTIVE 2: UNLOCK THE VALUE OF ABBOTT'S MUSCLE HEALTH PROGRAMMES

- The community screening programme successfully met its ambitious screening targets, with [REDACTED CONFIDENTIAL DATA] COPD and frailty patients screened for malnutrition and muscle loss across [REDACTED CONFIDENTIAL DATA]
- between July 2023 and June 2025. Among those screened, **18%** of COPD patients and **16%** of frail patients were identified as at risk of muscle loss and at high risk of malnutrition. The programme's growing scale and measurable clinical impact have reinforced its value to healthcare providers - momentum that continues as the initiative expands into oncology, where uptake and effectiveness are maintaining a strong upward trajectory.
- Within secondary care, muscle screening was introduced across [REDACTED CONFIDENTIAL DATA], where over [REDACTED CONFIDENTIAL DATA] patients were assessed upon admission over a 12-month period - many of whom would not have previously been screened as part of routine care.
- **916** hand dynamometers (used to measure handgrip strength) were requested by HCPs during the Strength for Life rollout - highlighting active clinical engagement with muscle strength assessment.

STRATEGIC OBJECTIVE 3: POSITION ABBOTT AS A TRUSTED PARTNER IN PREVENTATIVE HEALTH

The programme’s collaborative approach led to high engagement across [REDACTED CONFIDENTIAL DATA] through the community screening programme, strong HCP endorsement, and sustained implementation. GPs and pharmacists reported increased confidence in recognising and addressing malnutrition, with evidence of cultural change in how nutrition is prioritised in long-term condition management. Feedback from GPs on the success of the Strength for Life campaign has been very positive:

“

“I think the main impact of the of the [Strength for Life] training, has been to change the culture and the way people look at nutrition. We currently see a standard diet as being applicable to anybody who’s an adult. And that is in fact, as far as I’m concerned, a completely outdated perspective. It’s clear that when we see a patient, we shouldn’t just think in terms of drugs, but also consider what might be applicable in terms of nutrition. And that has certainly been an impact. I’ve seen it in doctors, I’ve seen it in the nurses, that they see the patient being more energetic and more lively when they come in and less lethargic. And so, I have no doubt that this [Strength for Life] has made a difference.”

Dr Steven Pearse-Danker, GP Partner, Stafford Medical Group

“

“I’d like to thank and commend Abbott for supporting our efforts to address what are often the more neglected areas of medicine - particularly nutritional status, which plays such a vital role in the management of long-term conditions. Through this partnership, we’ve been able to trial innovative techniques to assess patients and deliver interventions in new ways, using non-traditional healthcare providers such as pharmacists.

“Strength for Life has enabled us to move beyond best practice to deliver a genuinely holistic model of care. Not only have we embedded new ways of working successfully in our own practices, but we’ve also had the opportunity to share knowledge more widely - at both regional and national levels, and even at international conferences - thanks to the thoughtfully designed tools and visually engaging resources that made the programme easy to adopt and compelling to share.”

Dr Carl Deaney, GP Partner, Marsh Medical Practice



Dr Deaney and colleagues presented screening programme outcomes from their practice at the Lincolnshire Research & Innovation Conference, hosted by NHS Lincolnshire Integrated Care Board (ICB), where the project received the Innovation Award for exemplary service improvement.

The impact of Abbott’s screening initiatives under the Strength for Life banner have also been recognised nationally and internationally, with abstracts and academic posters accepted by BAPEN (British Association for Parenteral and Enteral Nutrition) and ESPEN (The European Society for Clinical Nutrition and Metabolism), highlighting the significance and quality of the data generated.

STRATEGIC OBJECTIVE 4: GROW THE CLINICAL MARKET FOR HIGH-PROTEIN ORAL NUTRITIONAL SUPPLEMENTS (ONS) BY 10%

The high-protein Oral Nutritional Supplement (ONS) market - the ‘muscle’ category - has grown by **22.2%** in volume between 2022 and 2024, according to market data (total market, not Abbott market share). This is growth reflects a tangible shift in clinical awareness and behaviour, with more HCPs recognising the importance of preserving muscle mass to improve outcomes in patients with frailty, COPD and other chronic conditions.

While this uplift cannot be solely attributed to Abbott, other results and data points for Strength for Life demonstrate that it played a significant role in positioning muscle health as a clinical priority through non-promotional education and service design. The campaign helped reframe nutritional intervention - particularly high-protein ONS - as a vital tool in preventative care, driving engagement, endorsement, and ultimately, a broader uptake of appropriate prescribing across the NHS.

This market movement provides a powerful indicator of success: the message is landing, the tools are being used, and HCPs are responding.

Therapy Review Process

The therapy review process is designed for the benefit of the patient and GP practice, using multiple data points to identify and address malnutrition risk. The process is supported by the patient and caregiver, ensuring they are involved in the decision-making process. The process is supported by the patient and caregiver, ensuring they are involved in the decision-making process.

GP PRACTICE ONS OF CHOICE

GP Practice	ONS of Choice	Additional services
FORWARD HEALTH	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education
WILKINS & WILKINS	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education
WILKINS & WILKINS	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education
WILKINS & WILKINS	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education
WILKINS & WILKINS	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education
WILKINS & WILKINS	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education
WILKINS & WILKINS	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education
WILKINS & WILKINS	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education
WILKINS & WILKINS	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education
WILKINS & WILKINS	ONS A, B	Additional services: Patient assessment, Monitoring, Support, Education

A BLUEPRINT FOR HEALTHY AGEING THROUGH FRAILTY REVIEWS

CLINICAL PROTOCOL

Abbott

ADDITIONAL OUTCOMES

The success of the Strength for Life brand in the UK - driven by its clear, credible and human-centred positioning - led to its adoption in other Abbott regions, including Spain, where it launched as Fuerza para la vida. This demonstrates that the brand's strong resonance with both HCPs and patients transcends geographical boundaries and reinforces a shared vision for better outcomes through proactive, nutrition-led care.



**FUERZA
PARA
LA VIDA**

EFFECTIVENESS OF DESIGN

Strength for Life represents a benchmark in how design can reframe health challenges, drive adoption, and deliver impact at both clinical and system-wide levels. Through thoughtful branding, strategic content and information design, and empowering education, Abbott has helped thousands age more healthily, and helped the NHS do more with less.

Design unified brand, service and communication into a single, scalable solution. It:



Made frailty & muscle loss visible and urgent



Built trust with HCPs through clarity and credible training



Supported adoption across digital and physical settings

Without design, Strength for Life might have remained a fragmented set of educational efforts. With design, it became a unified, national initiative - translating complex clinical issues into clear, credible, and compelling content that inspired behaviour change, strengthened professional engagement, and embedded muscle health into everyday healthcare conversations.



INFLUENCING FACTORS

- **ABPI compliance:** To ensure full compliance with the Association of the British Pharmaceutical Industry (ABPI) Code of Practice, Strength for Life activities outlined within this submission were developed as non-promotional and educational in nature. As such, brand objectives were focused solely on raising awareness of muscle health and supporting appropriate clinical decision-making.
- **Market Dynamics:** While overall market growth in the high-protein ONS category cannot be solely attributed to Abbott, Strength for Life is, to our knowledge, the only programme in the UK specifically focused on muscle health as a strategic driver of growth in this segment. This positions Abbott as a key contributor to shaping awareness and clinical behaviour in an otherwise underdeveloped area of focus.
- **Geographic Scope:** Some elements of the Strength for Life programme - such as implementation of educational services, data collection initiatives, and dissemination of materials - were only available in regions where Abbott held NHS contracts. As a result, national reach was limited by existing commercial arrangements, despite broader demand and relevance across other healthcare settings.
- **Data Integrity & Independence:** All screening activities and data collection were managed independently by a third party to ensure full ethical integrity and compliance. Abbott received only aggregated, anonymised data for reporting and insight purposes, with no access to individual patient or practice-level information at any stage.
- **Voluntary Participation:** Provider and HCP participation in Strength for Life initiatives such as the community screening programme was entirely voluntary and not incentivised beyond the fully funded delivery model. Engagement relied on practice interest and capacity, which may have influenced uptake rates despite the programme's clinical and operational value.
- **Patient Incentivisation:** Patient participation in screening relies on education and engagement only; no incentives were offered to patients.
- **Global eLearning Limitations:** Abbott's education and eLearning platform is hosted and managed outside the UK, meaning it fell outside the scope of this project. Measurable activity was therefore focused on UK-based campaign assets and initiatives that were within the team's direct control.

These influencing factors are important to acknowledge when assessing the rollout scale and adoption timelines. They also highlight how design - particularly the clarity of communication, strategic positioning, and tailored content for healthcare professionals - was integral to overcoming barriers and driving widespread engagement and adoption.

CREDITS:

A huge thank you to the talented individuals across both the client and agency teams whose collaboration made this project possible:

ABBOTT:

Gabrielle Du Toit, Anuja Argarwal, Michal Nunn, Jack Sprules, Doug McLean, Rebecca Stevenson, Imogen McKenzie-Watson

HMA:

Nicola Tiffany, Carly Wood, Rob Bishop, Ted Sorrell, Jayne Swanson, Nige Dawson

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