

UCB VISION REPORT 2025

IMAGINE AN HS-FREE WORLD



Inspired by **patients.**
Driven by **science.**

HS, hidradenitis suppurativa.
GL-DA-2500278 Date of preparation: June 2025
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At UCB, we imagine an HS-free world. And we're taking steps to make it a reality.

The First Report: 2025 Status and Future Commitment

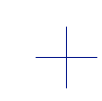


As it stands in 2025, the world has come a long way in the care of Hidradenitis Suppurativa (HS). We have seen a surge in research, available therapies, and scientific discoveries.¹ However, significant unmet needs remain.^{2,3}

At UCB, we are **Inspired by patients, Driven by science**. Our mission to serve the HS community is no exception. We believe in three core pillars of need that will continue to drive progress forward in HS:

- »»» Revolutionize Science
- »»» Redefine Care
- »»» Restore Humanity

This report outlines our activities within these three areas, as well as our promise for how we will make progress within them. We hope you enjoy the read and invite you to take on this challenge with us.





Inspired by **patients.**
Driven by **science.**

Three core pillars of need and focus

Revolutionize Science



There is limited research
and investment in HS vs.
other areas in dermatology^{1,2}

There is still not a complete understanding of
disease pathogenesis.³

HS has been historically under-researched when
compared to other areas within dermatology
like psoriasis.^{1,2,4}

Redefine Care



It takes 7.3 years on average from
HS symptom onset to diagnosis^{5,6}

During this time, patients consult on average >3
different physicians before receiving an accurate
diagnosis.⁷

This delay could also limit the effectiveness of
treatment, impacting long-term prognosis.^{8,9}

Restore Humanity



Patients with HS are twice as likely to
suffer with anxiety and depression vs.
the general population^{10,11}

HS has a profound impact on a patient's quality of
life.¹² 3 in 4 patients report feeling isolated or alone
and more than half report HS affects their ability to
go to work or school.¹³

HS also disproportionately affects African Americans
and women of childbearing age.^{14,15}

HS, hidradenitis suppurativa.

References: **1.** ClinicalTrials.gov. Psoriasis completed studies. Available at: <https://clinicaltrials.gov/search?cond=Psoriasis&aggFilters=status:com>. Accessed: June 2025. **2.** ClinicalTrials.gov. Hidradenitis Suppurativa completed studies. Available at: <https://clinicaltrials.gov/search?cond=Hidradenitis%20Suppurativa&aggFilters=status:com>. Accessed: June 2025. **3.** Frew JW, et al. Ther Adv Chronic Dis. 2019;10:2040622319830646. **4.** Naik HB, Lowes MA, JAMA Dermatol. 2019;155(9):1005–6. **5.** Barmatz S, et al. Dermatology. 2022;238(4):772–84. **6.** Nguyen TV, et al. J Eur Acad Dermatol Venereol. 2021;35(1):50–61. **7.** Kokolakis G, et al. Dermatology. 2020;236(5):421–30. **8.** Sayed CJ, et al. Obstet Gynecol. 2021;137(4):731–46. **9.** Marzano AV, et al. Br J Dermatol. 2021;184(1):133–40. **10.** Sabat R, et al. Lancet. 2025;405(10476):420–38. **11.** Patel KR, et al. J Am Acad Dermatol. 2020;83(3):737–44. **12.** Kimball AB, et al. Dermatol Ther (Heidelb). 2024;14(1):83–98. **13.** UCB Data on File. 2021. Unmet Needs, Patient-Reported Outcomes, and Segmentation Analysis. Online survey report. p16. **14.** Lyons AB, et al. JAMA Dermatol. 2020;156(6):681–5. **15.** Zouboulis CC, et al. Exp Dermatol. 2021;30(Suppl 1):27–30.





Revolutionize Science



True progress emerges when innovation drives discovery, compassion shapes care, and bold reimagination redefines what is possible. By uniting these forces, we not only address the challenges of disease but also lay the groundwork for a future where health, dignity, and hope are within reach for all



ALISTAIR HENRY,
HEAD OF PATIENT
SOLUTIONS, UCB



01 What needs to be done?

Advance community knowledge of HS and its pathways, triggers, and treatment, through science.

Through a deeper understanding of the underlying mechanisms driving the pathology of HS, we can make progress in the treatment of this complex condition. Our research teams are currently investigating new pathways in the hopes of one day developing additional new therapies that can continue to help address the uncertainty and heterogeneity of HS.

We also recognize the importance of confidence in HS management – both for the person living with it and for their physician. This means being able to identify the most suitable therapy aligned to individual patient need, as well as eventually being able to predict the outcome of any given treatment approach. That’s why we are exploring disease prediction models and key biomarkers involved in disease progression through our scientific partnerships and research.

02 What are some of the ways we are currently contributing?

- »»» **Research collaborations.** Our multi-year research collaboration with Stanford University is examining digital phenotyping and computational discovery of pathogenic mechanisms in HS^{1,2}
- »»» **Biopsy data.** We are conducting an ongoing research project looking into risk factors and biomarkers of HS disease progression using biopsy data
- »»» **Patient registries.** We are supporting a registry of HS patients in partnership with the University of California San Francisco to facilitate research through collaboration between investigators, clinicians, patients, and industry³

03 What is our next goal?

By 2028, we will:

- »»» Explore at least 1 potential new pathway to target HS
- »»» Advance use of biomarkers to identify better and more personalized treatment options with at least 2 studies



HS, hidradenitis suppurativa.
References: **1.** UCB.com. The Art of Being Data-Enabled: UCB’s Approach to Delivering Innovative Patient Solutions. Available at: <https://www.ucb.com/about-ucb/magazine/detail/article/the-art-of-being-data-enabled-ucb-s-approach-to-delivering-innovative-patient-solutions>. Accessed: June 2025. **2.** Stanford Medicine. UCB & Stanford Digital Health Research Collaborative. Available at: <https://med.stanford.edu/ucbcollaborative.html>. Accessed: June 2025. **3.** UCB.com. Closing gaps in HS care through community engagement and scientific innovation. Available at: <https://www.ucb.com/about-ucb/magazine/detail/article/closing-gaps-in-hs-care-through-community-engagement-and-scientific-innovation>. Accessed: June 2025.





Inspired by **patients.**
Driven by **science.**

Redefine Care



01 What needs to be done?

Ensure earlier diagnosis and optimal treatment to reduce progression and control symptoms.

HS can be difficult to recognize and may present differently in different people.^{1,2} Information is power, and with HS, that power can make a key difference in the trajectory of a patient’s treatment. We are working to ensure that the broader healthcare community, particularly first responders to HS, such as general practitioners, OB-GYN’s and emergency room physicians are able to recognize HS. We are also working with the dermatology community to close the HS information gap, even among specialist treaters.

The current delay in diagnosis means that patients are more likely to be treated at more advanced stages of HS, when therapy could be less effective.^{2–5} Treating within the “window of opportunity” can be critically important and have a long-lasting impact.^{4,5} We believe that this is an area of research that deserves further investigation and attention.

02 What are some of the ways we are currently contributing?

»»» **HIDRACENSUS 7.3.** An expert-led, insight-based program in Europe that brings together stakeholders across the spectrum of HS care to support the creation of educational tools and programs⁶

»»» **MakeHStory.** This campaign in the US focuses on delivering disease education to physicians and patients, calling attention to the importance for HCPs to act within the “window of opportunity” in HS care^{7,8}

»»» **“Under the Skin”.** A UCB podcast series aimed at healthcare professionals looking to learn more about HS and follows the patient journey from pre-diagnosis through to disease management⁹

03 What is our next goal?

By 2028, we will:

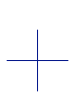
»»» Reach 50,000 healthcare professionals worldwide with HS education

»»» Publish at least 5 pieces of research on the impact of HS and importance of early advanced treatment



HCP, healthcare professional; HS, hidradenitis suppurativa; OB-GYN, obstetrician-gynecologist.

References: **1.** Okeke CAV, et al. Dermatology. 2022;238(1):180–4. **2.** Kokolakis G, et al. Dermatology. 2020;236(5):421–30. **3.** Barmatz S, et al. Dermatology. 2022;238(4):772–84. **4.** Sayed CJ, et al. Obstet Gynecol. 2021;137(4):731–46. **5.** Marzano AV, et al. Br J Dermatol. 2021;184(1):133–40. **6.** UCB.com. Hidracensus 7.3. Available at: <https://cloud.info.ucb.com/hidradenitis-suppurativa-disease-state-awareness/hidracensus7.3> Accessed: June 2025. **7.** Make HStory. Identify the Window of Opportunity and Rewrite the Story of Hidradenitis Suppurativa (HS). Available at: <https://hcp.makehstory.com/>. Accessed: June 2025. **8.** UCB.com. Striving to Make HStory: UCB’s Mission to Raise Awareness for Hidradenitis Suppurativa. Available at: <https://www.ucb-usa.com/stories-media/UCB-U-S-News/detail/article/striving-make-hstory-ucbs-mission-raise-awareness>. Accessed: June 2025. **9.** UCB.com. Podcasts. Available at: <https://www.ucb.com/solutions/healthcare-professionals/podcasts/under-the-skin>. Accessed: June 2025.



Restore Humanity



One of my biggest
aha moments was
learning I could be
nicer to myself
despite what I
see in the mirror



**CYDNEY,
LIVING WITH
HIDRADENITIS
SUPPURATIVA**



01 What needs to be done?

Put an end to the shame, stigma, and inhumanity that currently surrounds HS patients and their treatment.

To work in the field of HS is to understand that the emotional toll of the condition can be just as devastating as the physical scars. What is truly inspiring is seeing the impact the community can have in helping patients cope with these feelings. We seek to be a catalyst for the work of patient organizations – helping to propel their efforts forward and to stand with them in fighting for a shared vision of the future.

Looking beyond the individual patient need, we also seek to address wider health disparities where they exist and reach patients who may be historically underserved. Our focus will be on both policy changes which may currently delay critical care to the patients that need it and on community care programs to deliver education at a grassroots level.

02 What are some of the ways we are currently contributing?

- »»» **HS Summits.** Live events to bring together representatives of the HS community, creating a forum for connection, knowledge sharing, and meaningful dialogues¹
- »»» **Content creators.** Engaging with content creators is critical to helping HS patients feel seen and understood. We partner with them to amplify their stories and build meaningful virtual connections within the HS community²
- »»» **Patient Advocacy.** We are supporting the HS Coalition in the US, which aims to transform the HS landscape by promoting policies that can improve the lives of individuals with HS³

03 What is our next goal?

By 2028, we will:

- »»» Amplify the work of at least 15 patient organizations around the world
- »»» Elicit actions from at least 3 health authorities worldwide to address HS health disparities



HS, hidradenitis suppurativa.
Reference: 1. UCB.com. The hidradenitis suppurativa (HS) Patient Partnership Summit: Empowering voices, uniting community. Available at: <https://www.ucb.com/about-ucb/magazine/detail/article/the-hidradenitis-suppurativa-hs-patient-partnership-summit-empowering-voices-uniting-community>. Accessed: June 2025. **2.** UCB.com. UCB Elevates Hidradenitis Suppurativa Awareness with Inaugural Patient and HCP Summit with Special Appearance by Dr. Sandra Lee (AKA "Dr. Pimple Popper"). Available at: <https://www.ucb-usa.com/stories-media/UCB-U-S-News/detail/article/ucb-elevates-hidradenitis-suppurativa-awareness-at-inaugural-patient-and-hcp-summit-with-special-appearance-by-dr-sandra-lee-aka-dr-pimple-popper>. Accessed: June 2025. **3.** UCB.com. Hidradenitis suppurativa: raising awareness, championing advocacy and advancing care. Available at: <https://www.ucb.com/about-ucb/magazine/detail/article/hidradenitis-suppurativa-raising-awareness-championing-advocacy-and-advancing-care>. Accessed: June 2025.





Revolutionize Science

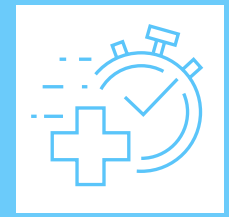


- ››› Explore at least **1 potential new pathway to target HS** by 2028
- ››› Advance use of biomarkers to identify better and more personalized treatment options with at least **2 studies** by 2028

Our goal towards an HS-free world

That's everything for 2025!
We hope you enjoyed reading all about our current and upcoming activities and see you for more in 2026.

Redefine Care



- ››› Reach **50,000 healthcare professionals** worldwide with HS education by 2028
- ››› Publish at least **5 pieces of research** by 2028 on the impact of HS and importance of early advanced treatment

Restore Humanity



- ››› Amplify the work of at least **15 patient organizations** around the world by 2028
- ››› Elicit actions from at least **3 health authorities worldwide** by 2028 to address HS health disparities





Thank you

We are amazed and humbled by how much the HS community has grown and expanded over the last few years.

We remain steadfast in our commitment to the goals identified here to help push us all even further forward and to the passionate individuals around the world making change happen everyday for people living with HS.

If you’d like any more information about anything included within this report, please contact:

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