

# Using Adobe Express to Address Solutions to Healthcare Issues:

Workshop on Industry-Academia Collaboration Held between Adobe, Boehringer Ingelheim, and Ritsumeikan University



Adobe and Ritsumeikan University, in cooperation with global pharmaceutical company Nippon Boehringer Ingelheim, held an industry-academia workshop on healthcare issues. Students of Ritsumeikan University from different undergraduate departments and graduate schools collaborated in groups to discuss realistic healthcare problems. They then used Adobe Express to devise creative solutions and give presentations. Here is a recap of the workshop, held in December 2023.



Opening remarks by Professor Miyake, who organized this workshop

## Importance of Developing Creativity and Responsiveness for the Students by Collaborating Across Discipline

The theme of the workshop held on December 16, 2023 at Ritsumeikan University's Osaka Ibaraki Campus was "Developing the Ability to Solve the Social Issues Related with SDGs through Creative Thinking." A total of 50 students from 12 undergraduate departments and 4 graduate schools participated that day. For this workshop, representatives from Nippon Boehringer Ingelheim, a global pharmaceutical company, shared actual healthcare issues and asked the students to propose solutions. This was a practical workshop in which the participating students worked together in groups to discuss, create, and present output that embodied their ideas.

In his opening remarks, Professor Masato Miyake of the Open Innovation & Collaboration Research Organization, which is promoting the new QULTIVA program starting at the university in April 2024, encouraged the students to participate actively in discussions during the workshop and to create an environment in which failure is tolerated. He said, "In order to respond to the changes in modern society, it is essential not only to have individual knowledge and experience, but also to collaborate with people who specialize in different fields. QULTIVA is truly a program that fosters creativity and the ability to deal with real-world challenges by allowing students with backgrounds in different departments to express their opinions and work together."



Adobe staff members also participated in the students' discussions

## Self-Introductions Using Firefly in Adobe Express Within the Groups

This workshop was facilitated by Tomohisa Yamada, Senior Manager of Business Consulting, Professional Services at Adobe. He began by explaining that this workshop was a good opportunity to learn about design thinking and the practical use of creative tools.

The participating students were divided into 11 groups and then started off with an icebreaker. They used the Firefly generative AI functionality in Adobe Express to create images that listed their names, hobbies, and recent interests, and from those images created business card that they used to introduce themselves to each other.



Mr. Setozaki of Nippon Boehringer Ingelheim introduces the company's business

## Global Pharmaceutical Company Shares Patient Journeys and Digs Deeper into Healthcare Problems

After the icebreaker, Shuichi Setozaki, Manager of the Regional Access Department, Market Access and Healthcare Affairs Division (hereinafter, this is called "MAHA") at Nippon Boehringer Ingelheim, provided an introduction of the company's business. The company, headquartered in Ingelheim, Germany, is a global pharmaceutical company that focuses on medical and veterinary drugs. He also mentioned that they have important locations in Japan, such as the Kobe Pharma Research Institute and a factory in Yamagata, and that Japan is a hub for exporting pharmaceuticals throughout Asia.



Mr. Tezuka of Nippon Boehringer Ingelheim introduces the company's initiatives

Next, Jun Tezuka, Manager of the Regional Access Department, MAHA, introduced the company's unique approach to SDGs, called "SD4G." Under SD4G, all employees work together to promote social contribution activities that focus on three pillars: "More Health: For People & Animals," "More Potential: For Communities & Our People," and "More Green: For Our Planet."

He also mentioned that the "More Health" initiative in Japan, which was discussed during this workshop, focuses not only on development, manufacturing, and sales, but also on workshops held in collaboration with high school students and patients suffering from illness, care and support for scleroderma patients in cooperation with other companies, and activities to raise awareness of rare diseases and diabetes.



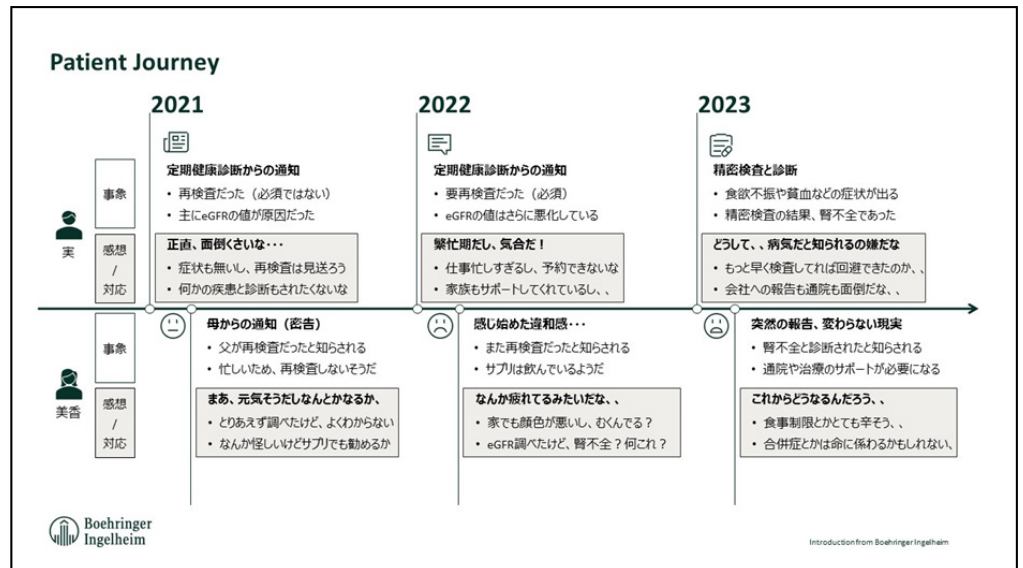
Mr. Ichihara of Nippon Boehringer Ingelheim (left) shares a patient journey. The students exchanged their opinions about medical issues close to home.

Finally, the topics to be addressed in this workshop were announced. Daisuke Ichihara, Manager of the Regional Access Department, MAHA, shared a patient journey (all the points of contact that a patient experiences as they recognize their illness and receive medical services) based on an imaginary family facing a medical diagnosis and illness.

The details included the following:

- During a routine physical examination in 2021, Minoru, a father, discovers that his eGFR value has worsened, but he finds it difficult to go to the hospital due to his busy lifestyle.
- His daughter, Mika, recommends over-the-counter supplements to her father based on information she found on the Internet, even though she doesn't fully understand them.
- Minoru needed to have a follow-up examination the following year, but was too busy to go. Finally, in 2023, he was diagnosed with kidney failure, and Mika feels confused and worried about her father's illness.

Each group started by discussing the issues presented. One group pointed out that the lack of familiarity with eGFR hindered positive health awareness. It was also suggested that the results might have been influenced by the fact that office workers in their 50s are busy and their perceptions of medical diagnoses have not changed. Another group believed that values related to eGFR were difficult to understand and that the hurdles for acceptance and retesting were high, and that gender differences and each person's own knowledge and experience might have affected their understanding and acceptance of the information.



Patient journey shared at the workshop. The detailed background provided a concrete picture.



Mr. Yagi of Nippon Boehringer Ingelheim presents the three themes

In response to these comments, Mr. Ichihara touched on the lack of information regarding follow-up examinations, and the importance of preventive medicine, medical knowledge, diet, and exercise habits, explaining that these points might have contributed to the issues. He also noted the importance of the company's response to follow-up examinations and the understanding of medical professionals, and explained that issues include understanding the disease, early response, and support from the company.

Next, Nobutaka Yagi, Manager of the Market Access Department, MAHA, presented the following three themes. Each student group chose one and tried to propose a solution with a creative approach using Adobe Express.

- How can you acquire accurate information/knowledge regarding medical care?
- How can access to medical care, such as follow-up examinations, be improved?
- How can you get support from those around you or eliminate prejudice?

## Discussion-Driven Workshop: Organizing Information by Using Issue Maps, Establishing Personas, and Asking "How Might We...?"

After the work time, it was time for each group to make its presentation to Nippon Boehringer Ingelheim. Each group decided in advance who would play the roles of leader, timekeeper, and presenter, and attempted to complete their presentation within the five-minute time limit. Each group presented its analysis of the issues it had organized step-by-step using design thinking, as well as its ideas for solutions.



Patient journey shared at the workshop. The detailed background provided a concrete picture.



The Business Award was presented by Yasuhiro Nishimi, Director of Nippon Boehringer Ingelheim.

### Comments from students:

*"I learned a lot about team collaboration and problem solving approaches. It was a great experience that provided many tips we can use for our own projects."*

*"I was impressed by the fact that even though we selected the same theme as some other groups, our presentations and proposed solutions were very different from each other. It was very interesting to see how each team developed its own unique interpretation and ideas."*

## Self-Introductions Using Firefly in Adobe Express Within the Groups

As the workshop came to a close, Professor Miyake praised the participants' active participation in the discussions, the good division of roles, the concreteness of their ideas, and the clarity of their targets. He also emphasized the importance of communicating accurately within a limited amount of time and providing feedback, and expressed hope that the participants will continue to improve their skills through discussions.

Ritsumeikan Academy, which has set forth its "R2030 Academy Vision" of becoming a next-generation research university and fostering emergent human resources, concluded a collaboration agreement with Adobe in September 2023. Adobe will continue to support fostering the digital literacy among faculty, staff, and students by partnering with the Ritsumeikan Academy's QULTIVA program, which will start in 2024, and conduct lectures and theme-specific seminars.

\*The affiliations and titles included here are current as of the time the article was written.



The Creative Award was presented by Yoshifumi Noguchi, Vice President of Ritsumeikan University, who attended the event on short notice.



Adobe

Adobe KK  
Gate City Osaki East Tower,  
1-11-2 Osaki, Shinagawa-ku,  
Tokyo, 141-0032,

Adobe, the Adobe logo, Adobe Express, and Creative Cloud are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2024 Adobe. All rights reserved.