



MCA Awards 2018 Finalist

Strategy

KPMG with ViiV Healthcare

ViiV Healthcare, a global pharmaceutical company specialising in HIV, commissioned KPMG to co-develop Positive Pathways—an initiative to improve the quality of care for people living with HIV and ultimately support UNAID's ambitious 90-90-90 HIV treatment target.

With deep knowledge and expertise in this area, KPMG's Healthcare and Life Sciences team helped design the programme, conducted primary research with participating HIV centres across several countries, distilled the key interventions that would make the greatest positive impact to patients worldwide and crafted a high impact dissemination strategy to ensure the actions reached patients, resulting in real change and lives saved.