

PLEX Engagement in Research Community of Practice

July 2026: Creative Destruction Lab Cancer Patient Contribution Group: Shaping Early-Stage Cancer Innovation with Lived Experience

This document provides a summary of engaging people with lived experience (PLEX) in early-stage cancer innovation.

Key Presentation Points

- Creative Destruction Lab (CDL) mission is to enhance the commercialization of science for the betterment of human kind
- CDL's Patient Contribution Group was started by Robby Spring to bring lived experience to the commercialization space
- CDL's Patient Contribution Group has developed a cohort-based venture co-creation model and with embedded evaluation via a scorecard

What did we discuss?

- **Flexibility:** Teams need to stay flexible to facilitate meaningful co-design while also working within the short timelines of the commercialization space.
- **Pilot Phase:** CDL's PCG began with a pilot phase, where numerous lessons were learned before becoming a core part of the program.
- **Evaluation:** Co-developing a consistent way to evaluate success that incorporates both quantitative and qualitative metrics from PLEX and the venture is crucial.
- **Call to Action:** We are seeking to expand our network of patient contributors! We are looking for individuals with lived experience as patients or caregivers who want to help make the next generation of cancer treatments more patient-centred. Participants don't need a technical or business background, although this would be an asset. Please email robby.spring@creativedestructionlab.com

Relevant Resources on PLEX Engagement in Research:

1. [CDL Cancer](#): A website providing more information about CDL Cancer.
2. [Canadian Cancer Society](#): A website providing more information about the Centre for Cancer Prevention and Support.