

Fresh Picks from Blue Persimmon

Insights for Action



This is **Fresh Picks** - a roundup from Blue Persimmon Group

In every issue we try to bring you something useful. This February, we **raise awareness for rare disease** communities and researchers who have mapped hard paths for many years. Give their stories time, then share them. Also included: a quick summary of **new AI principles** from regulators, a few **conferences** to bookmark, and **what's new** from Blue Persimmon.

February is rare disease month

Individually rare. Collectively common.

February highlights conditions called "rare," but the people are everywhere: at school drop-off, in your meetings, at your dinner table. **Rare Disease Day** is the last day of the month, fittingly the rarest day.

If you do not live with a rare condition, you likely know someone who does. For many families, the hardest part is not the name. It is the years of not knowing, the long waits, and the few options. This month is a chance to listen, learn, and stand with them.

We work every day to address the challenges rare communities face: delayed diagnosis, limited treatments, and the need for continued research. Awareness months do not fix everything, but they help. They remind us to be curious, patient, and generous with time and support.

Did you know?

- ✓ 7,000+ rare conditions affect ~300 million people worldwide
- ✓ Only about 5% of rare diseases have treatments
- ✓ Many are genetic and begin in childhood
- ✓ 1 in 20 people worldwide (1 in 10 in the U.S.) lives with a rare disease

Raise awareness

- **Wear stripes:** participate in the "[#ShowYourStripes](#)" campaign
- **Share your colors:** join the [Global Chain of Lights](#) and [#LightUpForRare](#) at 7 pm your local time on Feb 28th

Attend & learn

- **Attend:** find a [local event](#)
- **Learn:** about research at [FDA Rare Disease Day 2026](#) and [ECRD 2026](#)
- **Share Resources:** Talk to friends, families, and colleagues



Advocate for change

- **Engage policymakers:** support legislation that expands research, diagnosis, and care
- **Share your story:** if you are impacted by a rare disease, add your voice

Donate & Support

- **Donate:** support rare disease organizations like [NORD](#), [EURORDIS](#) & [Global Genes](#)
- **Fundraise:** host events
- **Volunteer:** offer time and skills to rare disease groups

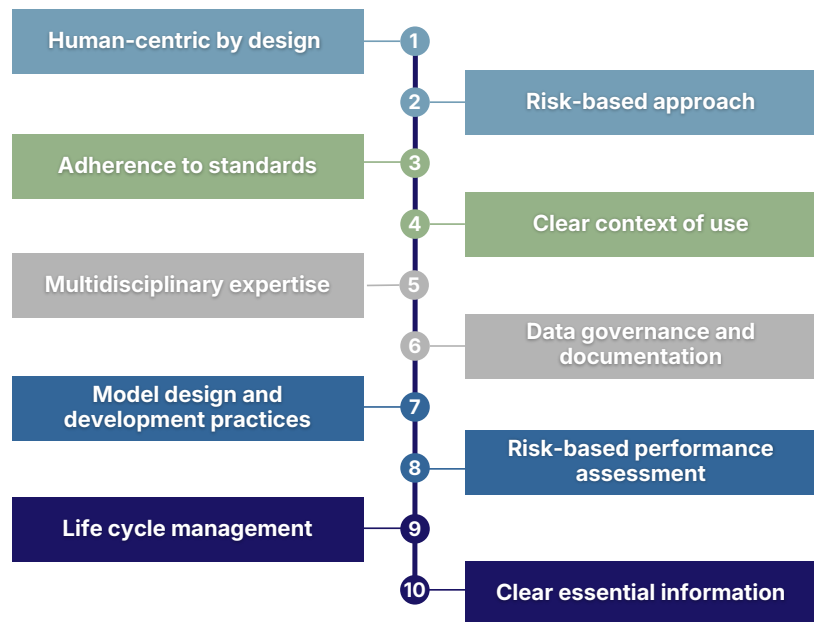
Make an impact.

You do not need a lab coat to help. Learn a condition's name. Check in with a caregiver. Share stories & resources. Donate to a local group or registry. [Participate](#) in Rare Disease Day.

Small steps lighten heavy loads.

New from FDA & EMA: Guiding Principles of Good AI Practice in Drug Development

10 Guiding Principles of Good AI Practice



FDA & EMA released joint principles for using AI in drug development. AI is now used to generate and analyze evidence across nonclinical, clinical, post-marketing, and manufacturing work. Regulatory decisions still hinge on quality, efficacy, and safety, and AI should reinforce those standards.

Used well, AI can shorten timelines, improve safety and oversight, and reduce animal testing. The **10 guiding principles** anchor good practice and are designed to keep pace as tools evolve.

More from FDA

- [Draft guidance](#) on AI in regulatory decisions
- Cross-center [white paper](#)
- Other [publications](#)

More from EMA

- Reflection [paper](#) on AI in the product life cycle
- [Principles](#) for safe use of LLMs
- [Guidance](#) on AI

Upcoming conferences – a few of our favorites

**C-Path COA
Annual Program
Meeting**

April 16-17
Washington, DC

ISPOR 2026

May 17-20
Philadelphia, PA

**Academy Health
Annual Research
Meeting**

May 30-June 2
Seattle, WA

**HTAi 2026
Annual Meeting**

June 6-10
Istanbul, Turkey

**DIA 2026
Global Annual
Meeting**

June 14-18
Philadelphia, PA

Click to register. Maybe we will see you there!

From idea to impact – new from Blue Persimmon

New site, same mission.

Find who we are, what we do, and a hub with FAQs, resources, and events worth your time.

[Tell us what you think!](#)



New Online at [JAMA Psychiatry](#)

National and State Costs of Schizophrenia in the U.S. in 2024

An economic evaluation highlighting the hidden impacts of schizophrenia in the U.S. across sectors and settings. Conducted in collaboration by researchers at Blue Persimmon, Precision AQ, and the Schizophrenia & Psychosis Action Alliance (S&PAA), the study sponsor.

[Learn more](#) at [sczaction.org](#)