

Truly patient centric content creation

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This was my first time co-creating digital content with patients and it has been a phenomenal experience seeing the level of ownership and passion that patient experts are able to contribute.”

Global digital lead

The client challenge

Global digital lead of a top-tier pharmaceutical company wants to design and deliver a modular global patient support program for people living with that is optimally adapted to audience needs, as well as multiple languages, cultures and markets.

Project set up and activities

On-boarded two patient expert and six patient content co-creators per country/language specializing in specific relevant topics for people living with .

Program led by a seasoned strategist with over 20 years of experience in multi-channel content to coordinate patient expert and patient co-creators and ensure alignment on program content as well as adapt for country-specific patient information needs, language and regulations.

Outcome

1. Patient end-user feedback proved patient support program resonated and created engagement with online community across all countries
2. Content and distribution remained fully compliant while making maximum local impact
3. Country organizations appreciated level of customization of program and collaboration with local patient co-creators