



## **Disease State Education:** Creating a Strong Foundation for a Successful Launch

# WHO IS UNDERSCORE?

- Underscore is a **private health-focused media agency** with top talent & deep technical expertise, focused on our clients' success since 2002
- We strategically curate **multi-data sources** to **plan, execute, analyze & optimize media programs** that achieve your objectives with Patient, HCP, & Payer audiences
- Our **specialties include launching & building health brands** for medical solutions/therapies/treatments & niche/rare audiences



**Omnichannel Media Programs**



**Strategic Media Planning**



**Creative Support**



**Media Partnerships**

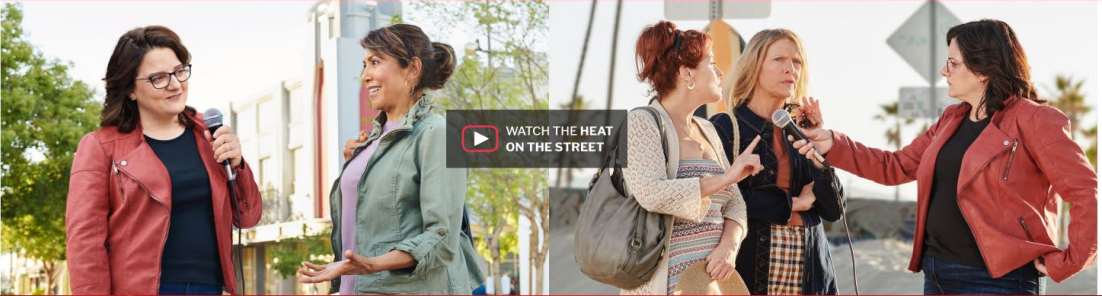


**Social Connections**



**Analytics & Measurement**





WATCH THE HEAT ON THE STREET

What in the world are Vasomotor<sup>1</sup> Symptoms (VMS)?

**Crohn's & me**

Home  
Crohn's 101  
Living with Crohn's  
Diet and Nutrition  
Crohn's Experiences  
Crohn's Advocate Magazine  
Sign Up Now

**View the latest issue today!**

The latest issue of *Crohn's Advocate*<sup>®</sup> features inspiring stories from readers sharing their personal patient journeys, how they're pursuing their passions and drawing support from the Crohn's community.

[Download for Desktop](#)

SEARCH GO SEND TO A FRIEND

**Crohn's Advocate**

CONNECTING WITH CROHN'S  
Engaging with the Crohn's Community Online

HEMOPHILIA AND GENE THERAPY BARKIN AND THE EXHIBIT BEHIND THE SCENES SIGN UP FOR UPDATES ON GENE THE...

From the identification of hemophilia A and B in the 1940s to the potential of gene therapies on the horizon, the past 70 years have revolutionized our understanding and treatment of the disease.

As we look to the future, learn how hemophilia and the evolving treatment landscape has impacted the lives of this community.

This is Portraits of Progress - join us as we celebrate how far we've come.

ENTER GALLERY

↓

1950s 1980s 2000s 2010s 2020s

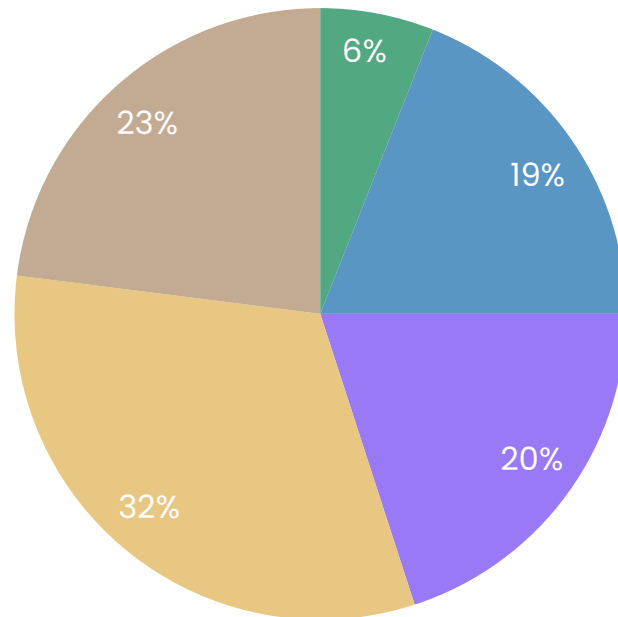
# PORTRAITS OF PROGRESS

Launching a brand is a progression that often begins with Disease State Education to HCPs and/or Patients prior to PDUFA

# RELEVANCE IN PROMOTION IS KEY TO BUILDING TRUST WITH YOUR KEY AUDIENCES

Consumer perception to the relevance of pharma advertising in the U.S. 2022

■ Excellent ■ Very poor ■ Good ■ Fair ■ Poor

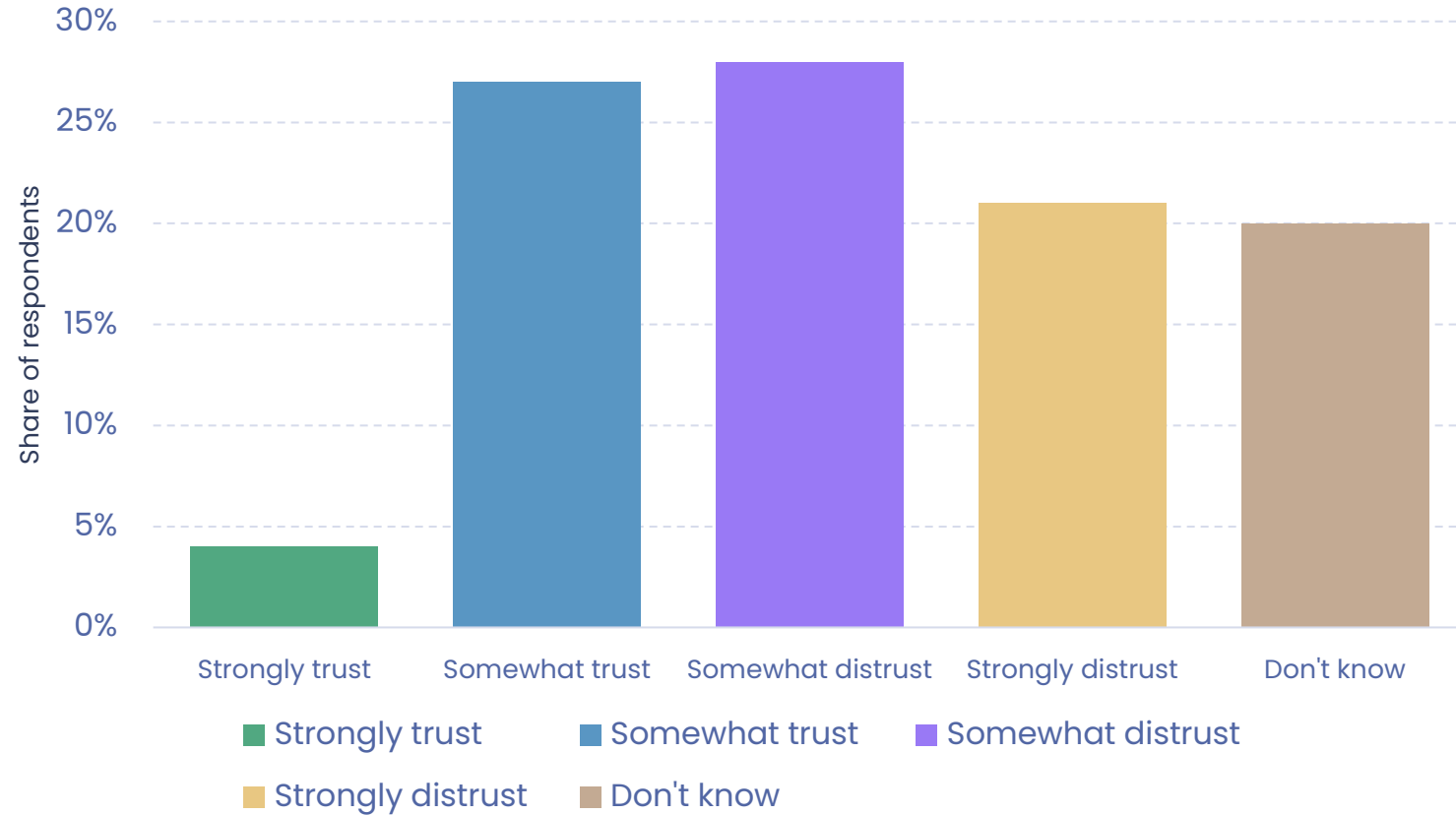


71%

of respondents ranked relevancy of pharma advertising communications less than good

# THOUGHTFUL DISEASE EDUCATION CAN FILL IN GAPS TO HELP BUILD TRUST

Trust in information included in pharma advertising U.S. 2022



69%

of respondents distrust pharmaceutical marketing

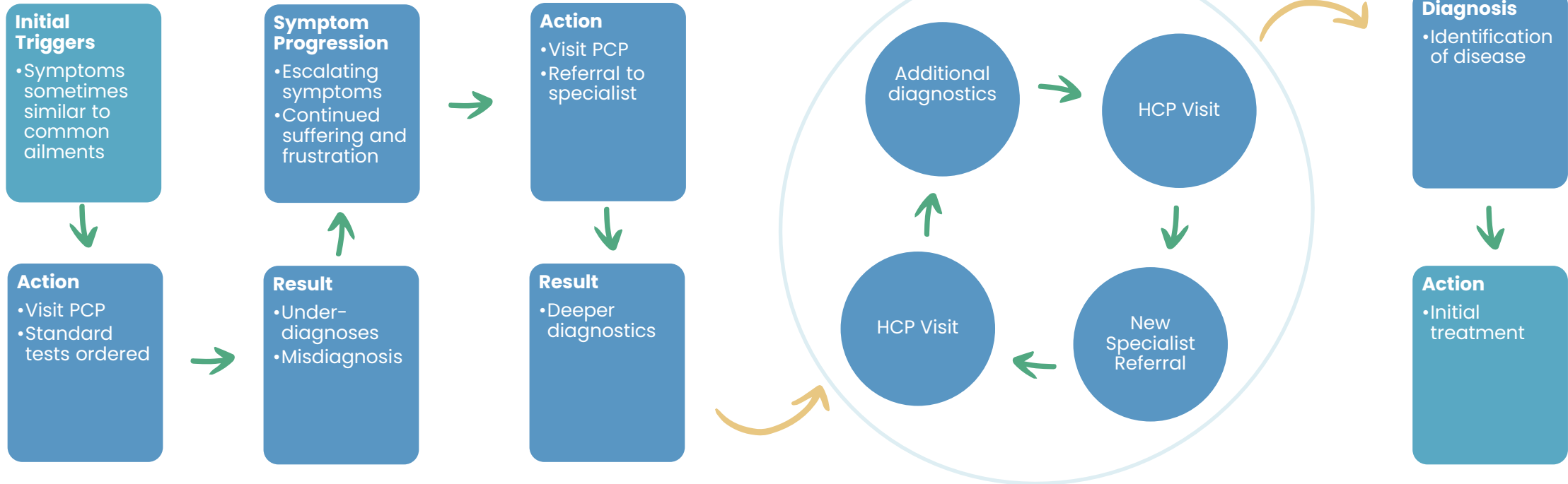


# COMMON OBJECTIVES FOR DISEASE EDUCATION



- + Shift HCP mindset for the disease state, which may require educating on the underlying causes, or closing the HCP/patient dialogue gap
- + Generate patient/caregiver opt ins that can be used to educate nurture them through their journey, educating on the disease mechanism, long term consequences, and prepare them for treatment dialogue at launch
- + Create dissatisfaction with the status quo of treatment for disease – among both HCPs and caregivers/patients

# BEGIN YOUR STRATEGY DEVELOPMENT BY TRULY UNDERSTANDING YOUR PATIENTS' EXPERIENCE TO DETERMINE WHERE YOUR BRAND IS MOST RELEVANT



In some disease states this cycle can last 7 years or longer!



UNDERSTAND + IMMERSE IN WHAT TESTING, DIAGNOSTICS, MEDICAL SPECIALISTS, + COMMON CHALLENGES THEY ENCOUNTER

# IDENTIFY THE SPECIFIC NEEDS OF YOUR AUDIENCES TO ENSURE RELEVANCE IN YOUR STRATEGY, MESSAGING, CONTENT, + MEDIA PLACEMENTS

	Symptom Onset	Diagnosis	Living with Condition	Managing Ongoing Issues
PATIENT NEEDS	Validate me	Comfort me	Connect with me	Free me from fears
	Elevate my concern	Give me hope	Empathize with me	Give me options
	Teach me the signs	Revive & stabilize me	Untether me	Support me
	Trigger my concern	Give me answers	Help me manage	Help my loved ones in an emergency



# SET YOUR STRATEGY FOR HCP DSE PROGRAMS USING A SIMILAR APPROACH



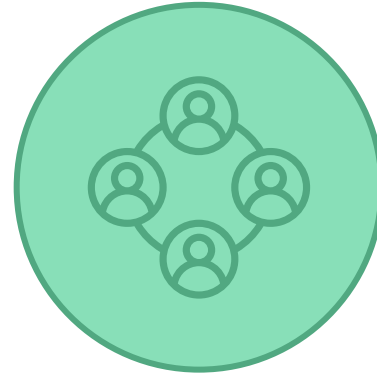
## Educate

Create a deeper understanding of the disease state among HCPs. May be scientific in nature (ie, long term consequences of condition) or include a softer goal (creating empathy for patient journey)



## Challenge Status quo

Challenge the current standard of care.



## Build Community and Connections

Create peer-to-peer opportunities for HCPs to, share scientific information for the disease state



## Increase Diagnosis Rates

Engage HCPs in data and information that allows them to better identify potential patients and diagnose appropriately.

*“The great aim of education is not knowledge, but action”*

Herbert Spencer

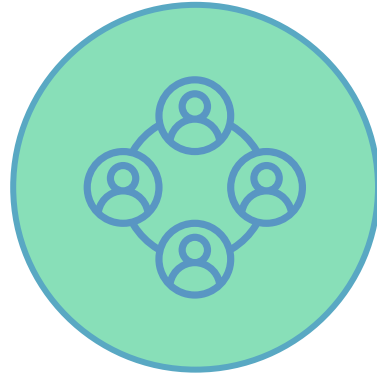
# DSE CAMPAIGNS SHOULD MEET PATIENT NEEDS AND ALIGN WITH COMMERCIAL GOALS



## Educate

**Goal:** Help patients self-identify & understand their condition

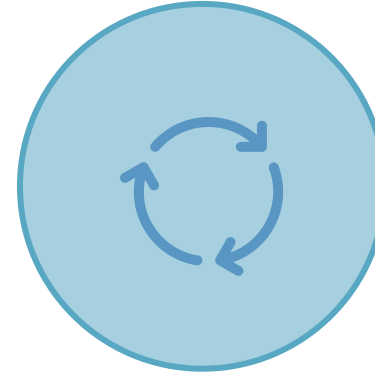
**Action:** Patients seek help/diagnosis



## Build Community and Connections

**Goal:** Reduce stigma and/or isolation caused by the condition

**Action:** Patients share information about the condition/treatments



## CRM Engagement

**Goal:** Nurture patients over time with relevant health and treatment info

**Action:** Patients opt in and engage with program to progress journey to diagnosis

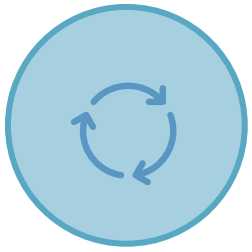


## Challenge Status quo

**Goal:** Don't let patients settle for their "new norm".

**Action:** Patients advocate with their HCP for new approaches

# CASE STUDY: DSE FOCUSED ON OPT-IN GOAL EXTENDS LAUNCH RUNWAY



## Situation

- Our client was launching its first product – a once weekly injection for PGHD. This was a first in category launch as other treatments are injected daily

## Goal/Desired Action

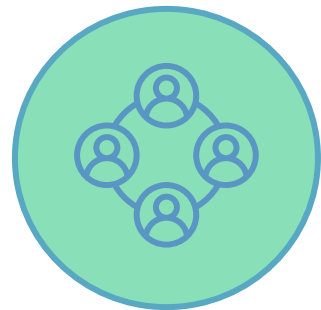
- Reach qualified caregivers prior to branded launch through DSE
- Drive a quantified # of email opt-ins for brand messaging at launch

## Outcome

- A careful mix of micro-targeted lead generation media, curated influencer marketing, and paid social ads were delivered to drive qualified caregivers to the education site, Outgrow GHD
- Our opt in goal achieved prior to launch, paving the way for 1:1 branded emails and re-targeting
- DSE caregiver engagement data paved the way for branded launch campaign planning, with a heavy focus on social and influencer marketing

# CASE STUDY: DSE CREATES PATIENT COMMUNITY SENTIMENT

## FOR RARE DISEASE LAUNCH



Voices of AHP


“We made a very deliberate decision out of the gate to go with an unbranded campaign to raise awareness of the disease itself”

### TWO OF ME: LIVING WITH PORPHYRIA

A story of human strength, perseverance and survival, chronicling the lives of seven people around the world living with AHP.

[Watch Documentary](#)

[CONTINUE TO PORPHYRIA.COM >](#)



### Situation

- When our client was launching a new medication, they made an active decision not to use broad DTC, given the small patient population (5k in US and Europe) for acute hepatic porphyria

### Goal/Desired Action

- Reduce feelings of isolation for patients living with AHP, by highlighting personal stories and validate their experiences living with the impacts of disease
- Help engage patients in self-care for AHP, empowering them to advocate for their condition and shorten time to diagnosis/treatment

### Outcome

- Campaign focused heavily on personal stories, connected patients through shared experiences and engaging them in how to better advocate for their health. Client teamed up with Emmy-nominated filmmaker Cynthia Lowen to document 7 personal stories
- To better connect the HCP/patient dialogue, the documentary is also used at medical congresses to educate HCPs on the personal patient journey
- Campaign connects directly to brand, for patients interested in learning more about the newly launched brand



# CASE STUDY: DSE DRIVES MASSIVE PATIENT SELF-IDENTIFICATION



Questions about TED? Call 1-833-833-3930

Could it be TED? Join the Race to Diagnosis with Gail Devers. Ready, set, go!

Follow us on: Instagram Facebook YouTube Sign Up for Updates Find a Specialist

Home What is Graves' Disease? What is TED? TED Symptoms & Tracking TED Treatment Patient & Caregiver Resources

*This is not "just allergies"*

If you have a thyroid condition and eye symptoms, your eyes may be trying to tell you something. You could have Thyroid Eye Disease (TED).

**LISTEN TO YOUR EYES**

Many people with thyroid conditions develop TED. In fact, up to 50% of people with Graves' disease will develop TED. If caught early enough, it could cause...

Experiencing eye symptoms? Take the survey.

Up to 50% of people with Graves' disease may develop Thyroid Eye Disease (TED). Are you experiencing any of the following symptoms?

REDNESS	EYE BULGING	DOUBLE VISION
VERY DRY EYES	LIGHT SENSITIVITY	EYE PAIN
EYELID SWELLING	EYE GRITTIENESS	WATERY EYES

If yes, learn more and find a TED Specialist at [www.FOCUSonTED.com](http://www.FOCUSonTED.com)

**IDENTIFY TED**  
THYROID EYE DISEASE

HORIZON, ABBOTT, AMGEN, GENENTECH, GENENTECH, GENENTECH, GENENTECH

## Situation

- Our client was launching a new product to treat Thyroid Eye Disease. TED, a progressive eye disease that can lead to blindness, was often confused as part of patients' Graves disease
- Through a multidisciplinary advisory committee including HCPs and patients, the client determined that not only was the progressive disease misunderstood, but the community was underserved with education

## Goal/Desired Action

- Client had **built a network** of 1000 infusion centers to care for patients with TED
- With Covid closing/reducing in-person care at 77% of ophthalmologist offices, getting patients to self-identify and connect to specialists educated on TED was key

## Outcome

- The campaign was launched regionally at first and expanded into a large-scale DTC campaign. In addition, client established Thyroid Eye Disease week, to encourage government/regulatory acceptance of disease.
- In 2020, client logged 1 million visits to [thyroideye.com](http://thyroideye.com) and its branded site; 60% of that came from December alone when TV promotions began
- Connectivity to specialists who were educated on the disease was critical in patients receiving appropriate care. In 2020, there were 120,000 searches for physicians in the physician finder



# BENEFITS OF DISEASE STATE EDUCATION ON LAUNCH

## + Market Preparation

Cultivates a more educated, prepared target audience for launch; allows holistic disease education; not encumbered by brand label

## + Behavioral Segmentation

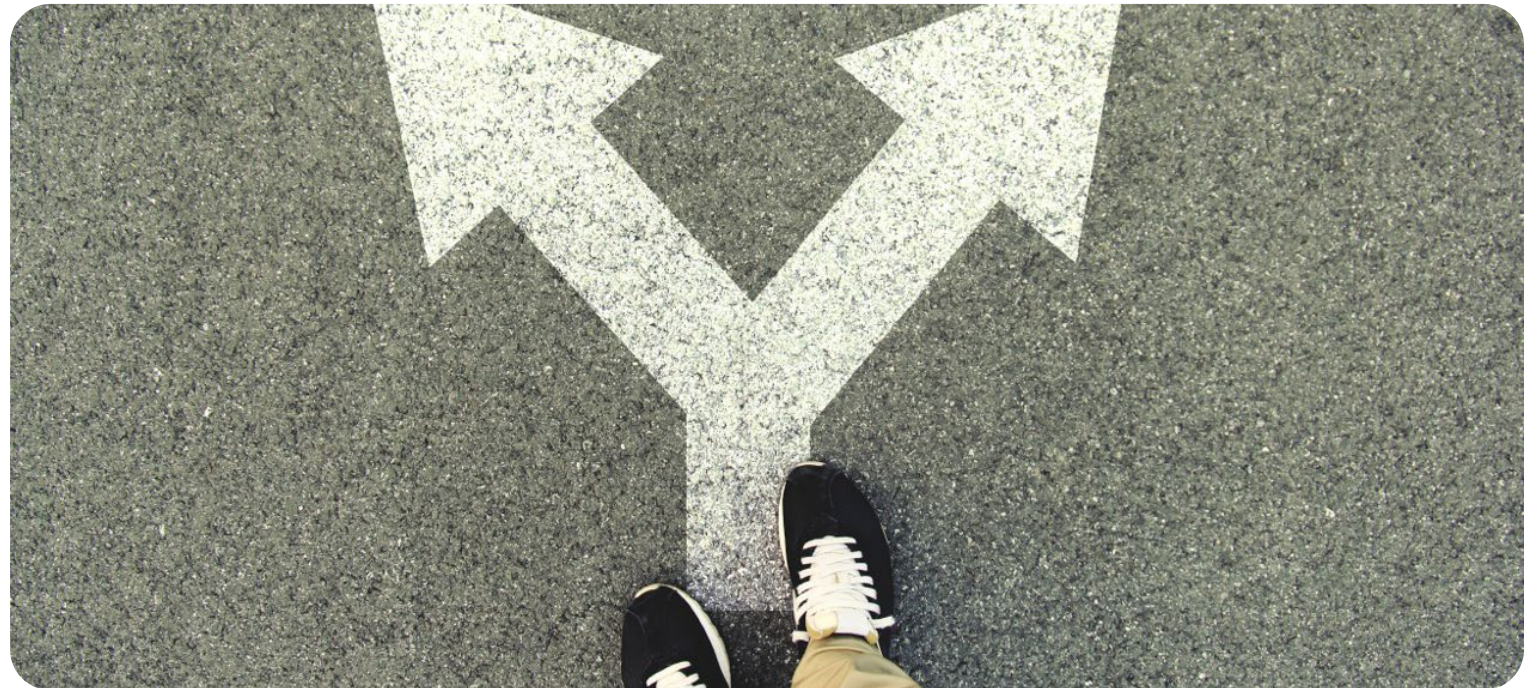
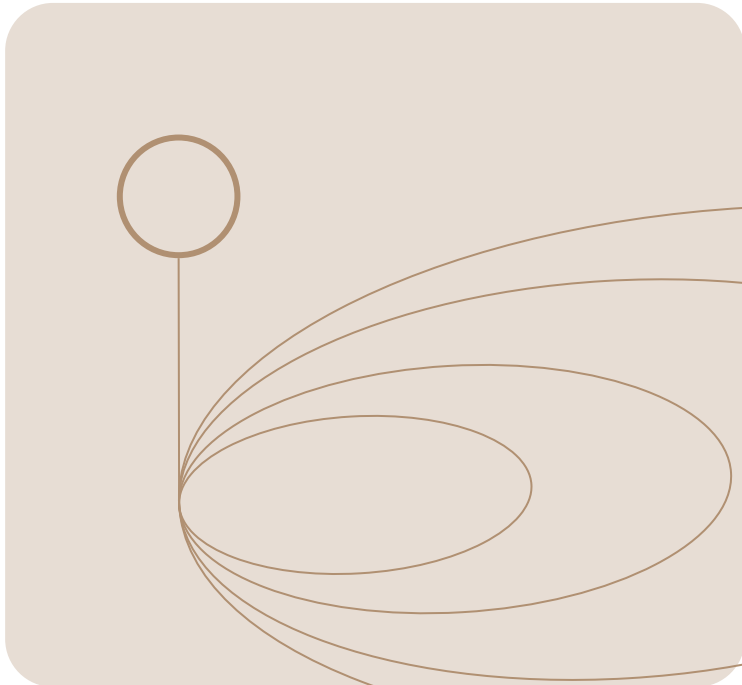
Allows brands to better understand target audience behaviors and needs through digital engagement prior to launch

## + Retargeting

Quickly reach engaged audiences with brand messaging at launch through social/display retargeting and opt-ins through CRM

## + Ongoing Audience Build

Post-launch, DSE efforts allow for ongoing disease state education – either reaching new targets or continuing to nurture existing audiences



## FIVE KEY TAKEAWAYS

- 1. Pivot to an audience focus:** Moving from conversion-focused linear marketing, to honing the right audiences is an ideological shift to lead within your organization before you begin DSE
- 2. Start with the end in mind:** Uncovering the nuances of different unbranded campaigns can help you decide which fits your product best and how best to enroll your colleagues and agencies
- 3. Leverage DSE data to drive branded launch tactics:** You can apply nuanced data from your DSE campaign to proactively segment prospective patients for effective branded campaign launches
- 4. Enable tracking & measurement:** use of media and tagging of your DSE ads and website can enable branded engagements at launch
- 5. Learn from your peers:** There are many companies embracing the DSE->Branded approach with great success – join them!



# REACH OUT!

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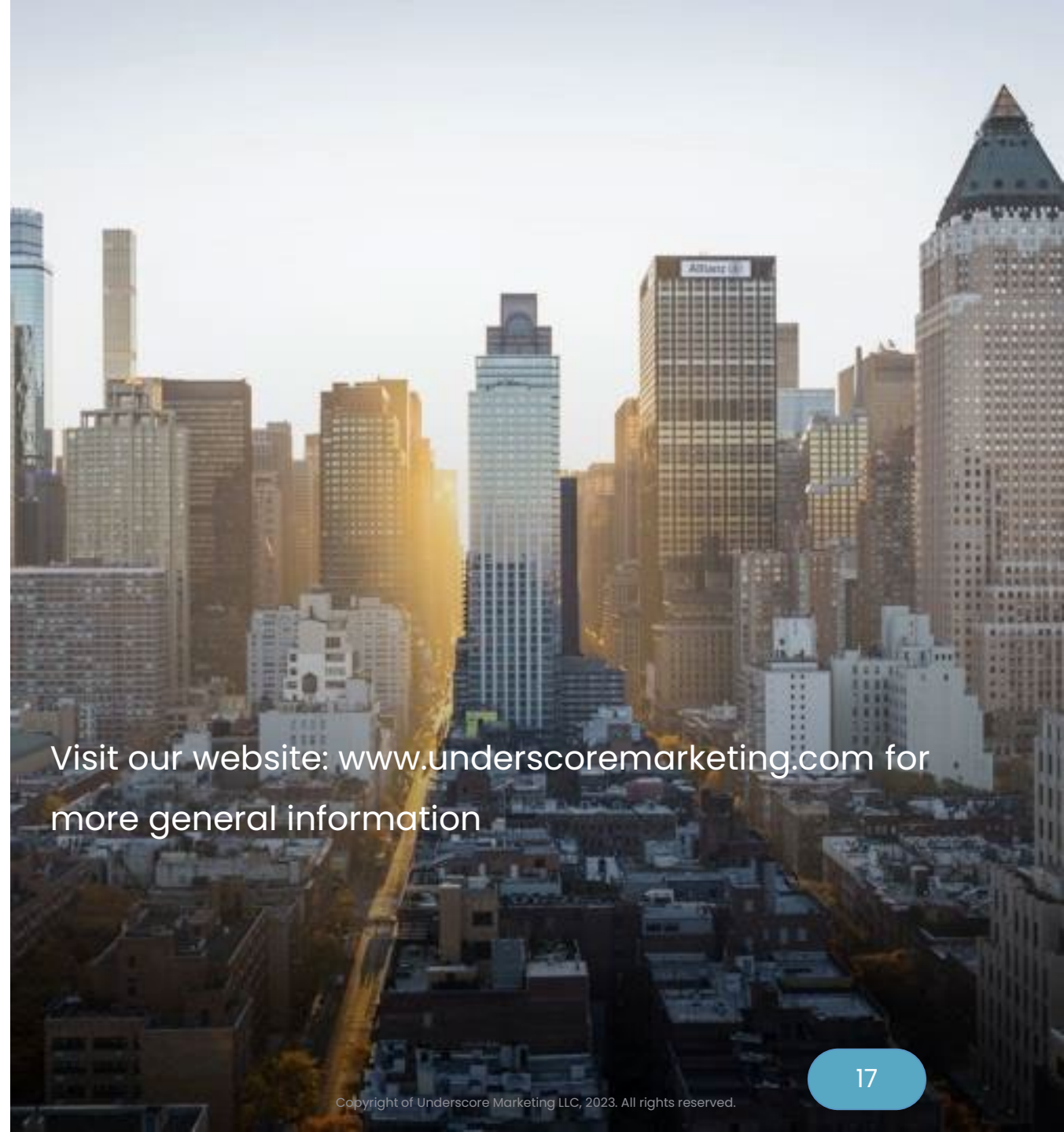
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# STRATEGIC MEDIA INTEGRATION DRIVES GREATER PROGRAM RESULTS

**MEDIA EXPERTISE + LEADERSHIP FOR:**

- Disease State Education
- Brand Launch & Engagement
- Corporate Awareness & Goodwill
- Payer Awareness & Education
- Portfolio Media Optimization
- Clinical Trial Recruitment
- Marketing Analytics & Media Auditing
- Custom Audience Research

*Underscore develops, executes, manages, and measures custom media solutions with proprietary research, data & AI to connect your messages with precisely who you want among your HCP, Patient & Payer audiences*



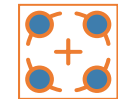
INVESTMENT STRATEGY



OMNI-CHANNEL MEDIA



HCP PARTNERSHIPS



BIDDABLE DIGITAL



MEASUREMENT

