



Shining a light on childhood illness

Awareness drives early diagnosis and treatment

Technology and services:

- Website redesign
- Educational multimedia campaign
- Digital advertising campaign
- In-office promotional materials
- Interactive philanthropic social campaign

Business need:

- Grow awareness of Central Precocious Puberty (CPP), a rare, underrecognized disease in which puberty starts too early in children
- Drive critical early CPP diagnosis, which is the key to successful treatment
- Increase patients seeking therapy, improve overall adherence to best treatment practices, and enhance patient outcomes.

Industry: Life sciences

Location: North America

SOLUTION:

- Unbranded digital-charity website – Every user action on the campaign site added “cookies” to a virtual cookie jar, contributing to a charitable donation
- In-office promotional materials – Children’s story books and online selling aids helped medical professionals enhance awareness and clearly articulate keys to successful treatment
- Fully functional CPP tracker application – Assists patients to quickly access information, schedule appointments, and administer prescribed treatment

RESULTS:

- Reached 100% of charitable donation goal in less than five months, far ahead of projections
- Greatly enhanced awareness and early treatment
- Fostered successful partnerships with key advocacy groups



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Note: current conversion is €1 to \$1.09 (4/1/20)

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