

Disease awareness campaigns

The 9 elements of success



01

Educational purpose

Aim at improving patient care and focus around education. The primary goal should not be the promotion of your product

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02

Compliance

Adhere to the regulations and guidelines set by regulatory bodies and organisations.

Having your campaign labelled as banned or restricted can become a public-relations nightmare

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03

Accuracy

Strive to make campaigns that are factually accurate and evidence-based, even for patient-focused campaigns that can't go into the finer details

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04

Multi-channel approach

Choose a variety of communication channels, both traditional and digital, that are tailored to your target audience

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05

Unbiased info

Avoid overstating the benefits of any particular product or treatment. Your goal is to educate, not sell. Both HCPs and patients will appreciate unbiased information

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06

Transparency

Do not be tempted to hide the relationship between the pharma company and the campaign. Transparency evokes trust

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07

Media & production costs balance

Promotional costs should always be at least three times higher than the initial production costs. This gets your content in the right places at the right frequency

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08

Modular content

Content creation should always be in different formats for different channels. Repurpose and reformat content rather than taking a blanket approach

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09

Teamwork

Leverage existing channels such as MSLS or sales reps to take the visibility of your campaigns further and provide support for others

Follow these best practices to ensure that your campaign hits the right target and doesn't fall foul of regulatory restrictions





That's a wrap!



Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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