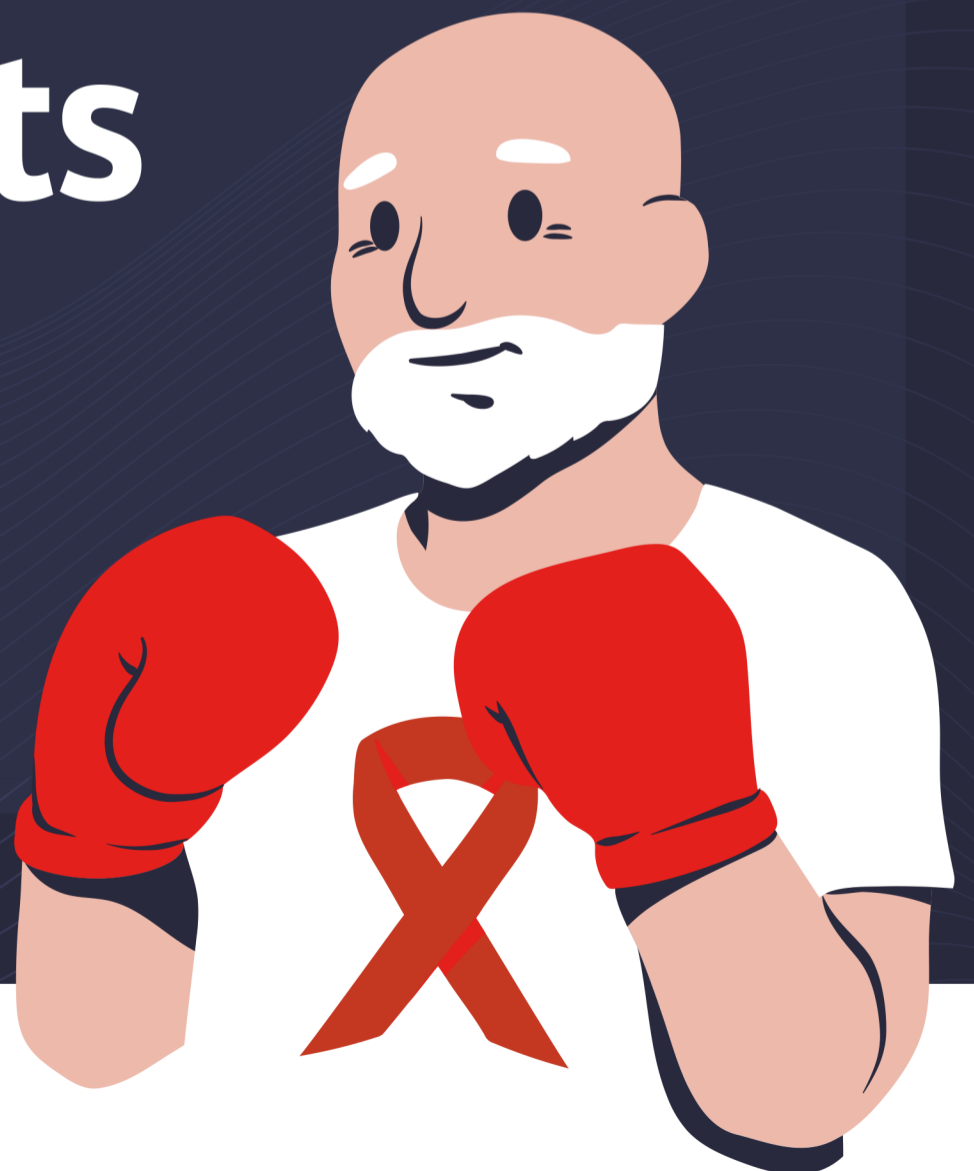


# Disease awareness campaigns

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5 distinctions to focus on HCPs or patients



Patients and HCPs have vastly different knowledge bases and motivators. A single campaign to target both will please neither. **Instead, focus either on HCPs or patients.**



**phamax**   
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# Primary objective



HCP focus

**Educate HCPs:** highlight details of the disease, symptoms, treatments or early diagnosis options



Patient focus

**Empower patients:** help them take an active role in managing their health and to seek appropriate medical care

# Main focus



HCP focus

**Science:** use evidence-based information on disease pathophysiology, diagnosis and treatment



Patient focus

**Patient outcomes:** emphasise the impact of the disease on quality of life for them and their family

# Content purpose



HCP focus

**Expand their skills:** provide a broad knowledge base and the sources needed to diagnose and treat effectively



Patient focus

**Awareness & understanding:** provide patients and caregivers with accurate info (symptoms, causes, solutions) to improve patient outcomes

# Information types



HCP focus

**Practical info:** diagnostic criteria, symptoms, dosing, clinical data, R&D, benefits... all info that can be applied in clinical practice



Patient focus

**Support info:** key details about the disease, plus info on patient support groups, and links to educational resources

# Tactics



HCP focus

**Build a presence:** multi-channel approach (medical conferences, professional organisations, medical journals...)



Patient focus

**Build engagement:** create engaging, shareable content to increase patient and caregiver knowledge and engagement



# That's a wrap!



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