

# Improving Adult LGS Diagnosis Through Targeted HCP Education

A multi-channel digital education program for **Lennox-Gastaut Syndrome** that moved neurology specialists from awareness to clinical action.

84.5%

of target  
HCPs reached

9,038

NPI-verified  
HCP engagements

2×

more likely  
to screen adults

52%

outside field  
force reach

*“Engaged HCPs were twice as likely to screen adult seizure patients for LGS.”*

— Post-program HCP survey · Primary research study

## THE CLINICAL CHALLENGE · LGS IN ADULTS IS UNDERRECOGNIZED

Adult LGS looks different from childhood LGS — yet the neurologists treating these patients rarely receive dedicated education on how the disease evolves after the pediatric transition.

### WHY EDUCATION MATTERED

#### **Transition gap in care**

Medical history detail is frequently lost when LGS patients transition from pediatric to adult neurology care

#### **Evolving presentation**

Classic seizure types, EEG patterns, and hallmark symptoms may change or disappear entirely in adulthood

#### **Difficult-to-reach specialists**

Many adult neurologists treating LGS patients are hard to reach — inaccessible through traditional sales channels

#### **Knowledge gaps at scale**

Low baseline HCP awareness of adult LGS and TSC-associated neuropsychiatric disorders (TAND) limited diagnosis rates

## THE EDUCATIONAL RESPONSE

### **Multi-channel digital education delivery**

e-Newsletters, targeted digital advertising, and programmatic email — all matched to individual HCP NPI numbers for verified specialist reach

### **Structured disease education curriculum**

Content designed specifically for adult LGS and TSC across Rare Neurology News — Spotlight articles, Five Facts, RareIQ quizzes, and KOL videos

### **Clinical resource integration**

KOL video embeds, diagnostic screening tools, DSE banners, and REST-LGS guide downloads — driving engagement with clinical decision support

### **Monthly HCP-level reporting**

Physician-level data (PLD) captured across all touchpoints and delivered monthly to inform MSL follow-up and Next Best Action targeting

**Recognition and action is the primary objective — moving HCPs from unaware of adult LGS to actively screening and diagnosing.**

**THE PROGRAM ARCHITECTURE · MULTI-CHANNEL EDUCATION DELIVERY**

Six months of coordinated digital education across four channels — each designed to reach, engage, and educate adult neurology specialists at scale.

**Rare Neurology  
News Website**

- LGS · TSC · Dravet content
- Spotlight disease profiles
- RareIQ knowledge quizzes
- KOL video integration
- REST-LGS guide downloads

**7,000+**HCPs engaged  
on-site**NPI-Targeted  
Digital Advertising**

- NPI-targeted digital placement
- LGS & TSC digital education
- 8x weekly frequency/HCP
- 0.58% engagement rate on ads
- 1.9M+ verified impressions

**9,038**HCPs reached  
via digital ads**e-Newsletter  
& Email**

- Rare Neurology eNewsletters
- Programmatic email outreach
- 14% open rate / 36% CTR
- NPI-matched delivery
- Monthly HCP-level data

**70,000+**eNewsletters  
delivered**Clinical Resource  
Integration**

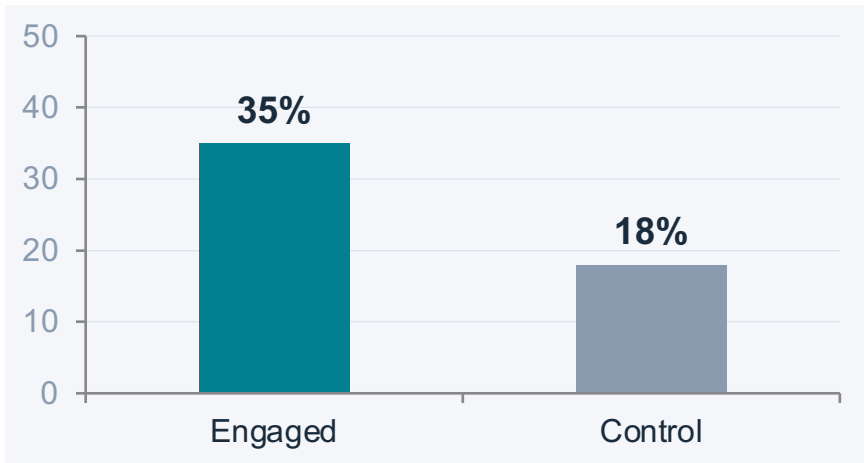
- KOL video embeds
- DSE digital education suite
- Diagnostic screening tools
- REST-LGS clinical guides
- Digital education placements

**1,400**unique KOL  
video plays

**KNOWLEDGE OUTCOMES · PRIMARY RESEARCH CONFIRMS BEHAVIOR CHANGE**

A post-program primary research study among HCPs confirmed that engagement with RMN education drove statistically significant lifts in knowledge and stated clinical intent.

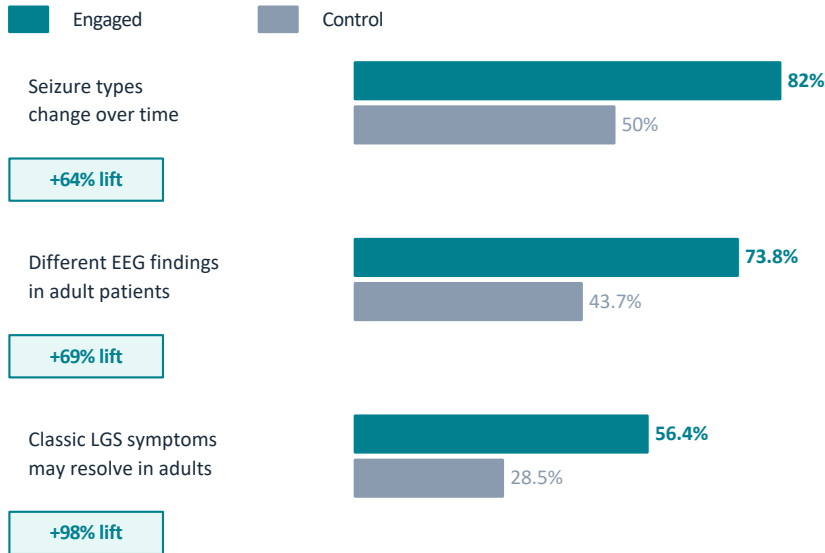
**SCREENING INTENT IN NEXT 12 MONTHS**



**+98% lift (p<.065)**

Engaged HCPs were twice as likely to plan increased adult LGS screening in the next year

**KNOWLEDGE LIFT: UNDERSTANDING ADULT LGS**



**1,400**  
KOL video plays

**297**  
REST-LGS downloads

**400+**  
DSE banner clicks

**PROGRAM OUTCOMES · REACH, DEPTH & DEMONSTRATED CLINICAL IMPACT**

Six months of NPI-verified education reached 84.5% of a defined neurology target — with primary research confirming measurable shifts in HCP knowledge and clinical intent.

**84.5%**

of target HCPs reached  
NPI-verified · Neurology

**9,038**

HCPs engaged  
across all channels

**7,000+**

Interactions on  
Rare Neurology News

**52%**

outside field  
force reach

**WHAT THIS MEANS FOR MEDICAL AFFAIRS** **NPI-verified HCP reach**

Every engagement is traceable to a real practicing specialist — enabling MSL teams to prioritize follow-up based on verified digital interaction, not assumptions.

 **Education that mirrors CME architecture**

Sequential content formats — Spotlight → Five Facts → RareIQ → KOL video — build from awareness through clinical application, mirroring best practices in medical education design.

 **Physician-level data for MSL strategy**

Monthly PLD reports enabled commercial and medical affairs teams to identify high-engagement HCPs, refine targeting, and deploy Next Best Action outreach at the individual level.

 **Reaching HCPs beyond the field force**

52% of HCPs reached by the RMN program had received no field force visits — representing a strategic gap that digital medical education uniquely addresses.

The Rare Medical Network platform of 17 specialty-specific websites and e-Newsletters provides medical affairs teams a scalable, verified channel to advance rare disease education.