

Case Study

Driving Adult Diagnoses in Rare Seizure Disorders

A multi-channel digital program to educate HCPs on LGS and TSC and support brand growth through improved diagnosis

Situation: A biopharma company with a treatment for rare seizure disorders like LGS and TSC needed to drive new adult diagnoses. Low HCP awareness and limited access to “no-see” providers made traditional outreach difficult.

Objectives:

- Educate HCPs on adult diagnosis in LGS and TCS
- Drive engagement with existing client assets (KOL videos, diagnostic tools, etc)
- Gather HCP-level data to inform commercial activities

Program Structure:

A 6-month campaign anchored by Rare Neurology News, combining:

- NPI-targeted social advertising and email outreach
- Tailored disease education focused on diagnosis in adults
- Integration of client KOL videos, screening tools, and banners
- Monthly HCP-level reporting to guide follow-up



Program Results

Reach & Engagement

93% reach

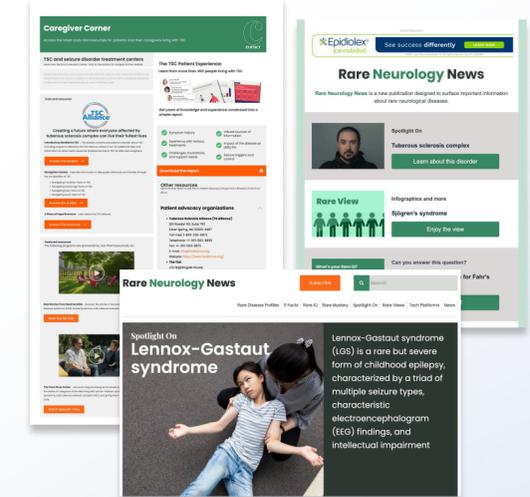
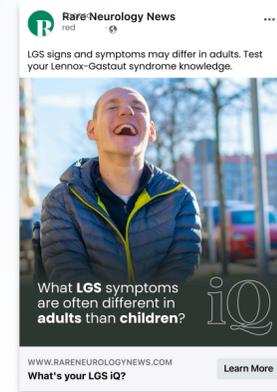
among target HCPs, many previously inaccessible

28,486

e-newsletter deliveries

3,653

website engagements with relevant content



Interaction with Client Assets

1,380

Unique KOL video views (avg. watch time: 1:19)

200+

downloads of diagnostic guides

6x higher

banner ad click-through rate than industry average

Impact on Clinical Behavior

(Based on a post-program survey among HCPs)

Significantly higher awareness

Exposed HCPs had significantly higher awareness of adult LGS

2x more likely to screen

2x more likely to screen adult seizure patients for LGS

NPI level engagement data

Detailed physician-level engagement data enabled future targeting