


# CASE STUDY: Cardiology



 **THE COMPANY** Kiniksa Pharmaceuticals

 **THE PRODUCT** Riloncept, an IL-1 inhibitor for treatment of recurrent pericarditis



## THE PROBLEM

- Molecular target of the drug (interleukin-1) was unfamiliar to target audience (practicing cardiologists)
- Low awareness and understanding of the disease state (recurrent pericarditis)
- Pathophysiology of the disease was very complex
- Low awareness and poor understanding of the MOA and clinical data of the compound (riloncept)
- Scientific differentiation from two competing investigational drugs was critical to clarify
- Current materials were too complex, detailed, and didactic with inadequate science graphics

- Developed a Core Story Concept on targeting "IL-1, the master cytokine of inflammation"
- Developed a full scientific story (MEDSTORY) with multiple story tension points
- Developed clear, easy-to-understand visualization of the disease pathophysiology
- Deliverables: - MEDSTORY Sourcebook (SO-page interactive PDF)  
- MEDSTORY Video (4-minute 3D animation with voiceover narration)

## THE SOLUTION



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RILONACEPT MEDSTORY SOURCEBOOK

RILONACEPT MEDSTORY 3D ANIMATION



## THE RESULTS

- High level of satisfaction with deliverables and development process
- Visualization of the disease state was praised as extremely valuable to company
- MEDSTORY utilized for internal and vendor training and external presentations

For more information,  
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