

# CASE STUDY: Neurology



## THE CLIENT

Greenwich Biosciences  
Biopharmaceutical focused on therapeutic endocannabinoids



## THE PRODUCT

Epidiolex (cannabidiol)  
Endocannabinoid for treatment-resistant epilepsy syndromes



## THE PROBLEM

- Scientific platform too long and complex for communication with target audiences
- Poor awareness and understanding of role of endocannabinoids in epilepsy
- Poor understanding of MOA of endocannabinoids in seizures
- High complex disease state with multiple receptor types
- Highly complex MOA involving 3 targets, all unfamiliar to target audience (neurologists)
- Difficulty differentiating cannabidiol from psychoactive THC

- Developed Core Story Concept
- Developed smooth, compelling, memorable story flow with 7 story tension points
- Developed clear, understandable scientific visuals on MOD and MOA
- Deliverables: - MEDSTORY Sourcebook with both branded and unbranded versions  
- MEDSTORY 3D Animation Video (2.5 minutes)  
- 2 Interactive Training Modules with 3D Animation Video

## THE SOLUTION



MEDSTORY DECK

MEDSTORY SOURCEBOOK



## THE RESULTS

- Interactive modules used on client educational web site
- High level of satisfaction with all deliverables
- Company used materials primarily for internal training

For more information,  
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