


# CASE STUDY: Neurology



 **THE COMPANY** EMD Serono/Merck KGaA

 **THE PRODUCT** MAVENCLAD an immune reconstitution therapy for multiple sclerosis



## THE PROBLEM

- Complex pathophysiology of multiple sclerosis
- Mechanism of lymphocyte depletion
- Mechanism of lymphocyte selectivity
- Mechanism of sustained efficacy
- Mechanisms underlying safety
- Effects on B cells, T cells, & cytokines
- Differentiation from chronic immunosuppression
- Multiple clinical studies and endpoints

- Developed a Core Story Concept that created a new sub-class lexicon and differentiated MAVENCLAD from all other MS therapies: Selective Immune Reconstitution Therapy (SIRT)
- Simplified the complex pathophysiology of MS and the MoA of MAVENCLAD through clear messaging and elegant visualization
- Created a MEDSTORY® SourceBook containing slide decks and text narratives of various lengths, story flow map, lexicon glossary, visuals library, 3D MoD video and reference library

## THE SOLUTION



Click image to enlarge

2D ANIMATED VIDEO



## THE RESULTS

### Words of Thanks

"I just wanted to say that I am so appreciative of the efforts that your firm put in establishing that scientific story. It's been one of our backbones and **has united us cross-functionally**. It has become the **basis for our marketing strategy**. You've done a yeoman's job. **So a heartfelt, sincere, and grateful thank you.**"

Raj Kannan, EMD Serono  
SVP, Global Franchise Head, Neurology & Immunology

For more information,  
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