

# CASE STUDY: Dermatology



## THE CLIENT

Dermira  
Biopharmaceutical focused on medical dermatology



## THE PRODUCT

Lebrikizumab  
IL-13 inhibitor for moderate-severe atopic dermatitis



## THE PROBLEM

- No big scientific idea
- Highly complex pathophysiology of atopic dermatitis, including role of IL-13 in the disease
- Highly complex MOA of drug (lebrikizumab)
- Difficulties scientifically differentiating from 2 competitors with similar MOAs
- Overly long and detailed scientific platform, not useful for communication with target audiences

- Developed a clear Core Story Concept (big scientific idea): IL-13 is the central pathogenic inflammatory mediator that drives atopic dermatitis
- Developed compelling, smooth, understandable story flow with 9 story tension points
- Story tension points resolved to scientifically explain high efficacy and favorable safety
- Clear scientific differentiation from main competitor
- Developed clean, easy-to-understand, accurate scientific graphics of MOD and MOA
- Deliverable: MEDSTORY Sourcebook

## THE SOLUTION



MEDSTORY DECK

MEDSTORY SOURCEBOOK



## THE RESULTS

- Client expressed high level of satisfaction that all project goals were achieved successfully
- One month after delivery above Dermira was acquired by Lilly in Jan 2020 for \$1.1B
- Currently in Stage IIb, approval anticipated in 2022

For more information,  
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