

CASE STUDY: Oncology



THE COMPANY

Boston Biomedical
Biopharmaceutical focused on treatment of cancer



THE PRODUCT

Pipeline compounds directed against cancer stem cells



THE PROBLEM

- Poor understanding by many oncologists of the central strategy of the company: targeting cancer stem cells (CSC)
- Lack of consensus internally on how to tell the scientific story
- Extremely large and complex literature of published studies on cancer stem cells
- Poor awareness and understanding of specific cancer stem cell targets (STAT3 and WT1)
- Existing materials too long and complex, not useful for communicating to target audiences

- Developed Core Story Concept (big scientific idea) based on scientific investigation & external interviews
- Developed smooth, intuitive, understandable story flow with 8 tension points
- Developed custom visuals for communicating difficult concepts
- Deliverables: - MEDSTORY Deck with voiceover audio on CSC Inhibition (52-slide/19-min presentation)
- MEDSTORY LiveTalk on CSC Inhibition (25-min video of scripted live presentation)
- MEDSTORY SourceBook on Targeting STAT3 (Interactive PDF)
- MEDSTORY SourceBook on Targeting WT1 (Interactive PDF)

THE SOLUTION



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MEDSTORY DECK

MEDSTORY SOURCEBOOK



THE RESULTS

- Achieved consensus among internal stakeholders
- Generated clear understanding of this complex field of oncology among external stakeholders
- Developed deliverables that were featured on corporate website for several years

For more information,
please contact bcoccia@sciencebranding.com