

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,
please contact bcoccia@sciencebranding.com