

EDUCATION MATTERS

IMAGINE THIS:

A biopharma manufacturer's therapy treats UCD (Urea Cycle Disorder)

Patients and caregivers often feel anxious, isolated and unformed, and are hesitant to "rock the boat" and try a new treatment

Diet dominates the lives of individuals living with UCD

THE SOLUTION:

Create community connections – website, video, and Facebook page - with information for patients and caregivers

Develop UCD Patient Days - with recipes co-created with a professional chef, dietitians, and CNEs

Educate patients on therapy's benefits

RESULTING IN:

21% year-over-year growth in 2017

Q1 2018 sales increase by 12% over the same period the prior year

