

A microscopic image of a brain, showing a complex network of neural fibers and cell bodies. The image is overlaid with a teal gradient that transitions from a darker blue at the top to a lighter teal at the bottom. The text 'CASE STUDY' is prominently displayed in the center of the image.

CASE

STUDY

METACHROMATIC LEUKODYSTROPHY RARE DISEASE AWARENESS CAMPAIGN

The client ran a campaign on Figure 1 to educate target HCPs about the red flag symptoms of Metachromatic Leukodystrophy (MLD) and the critical need for early diagnosis of these patients.



TARGET AUDIENCE

Neurologists, Pediatricians, Family Medicine Physicians, Nurse Practitioners, Physician Assistants, Medical Students in the U.S. and E.U.

SUCCESS BY THE NUMBERS

GAMIFIED LEARNING

Two quizzes were created to gamify learning and provide the target audience with quick, bite-sized information of MLD.

The quizzes generated 3,300+ answers,

providing the client with insight into knowledge gaps among their target audience.

GRAND ROUNDS

Figure 1 worked with the client to create an immersive and accessible educational experience that highlighted key clinical messages about MLD.

Over 6,000 HCPs engaged with the Grand Rounds.

24 HCPs left comments that highlighted the educational impact of the content and how well it resonated.

AUDIENCE RESPONSE

At the end of the campaign, participants completed an Impact Survey.

86% of the target audience agreed

they feel more prepared to recognize MLD after having seen the campaign on Figure 1.

EDUCATIONAL IMPACT

EMAIL
OPT-IN

54%

opted in to hear from the client directly

EFFECTIVE
LEARNING

99%

of survey respondents said case-based education is effective

RELATIONSHIP
BUILDING

90%

of survey respondents want to learn more about the client

EDUCATIONAL
ACHIEVEMENT

97%

of survey respondents said they learned something new

“Amazing job making this approachable! I've always found childhood genetic diseases to be intimidating. I appreciate the effort you took in making this simple and easy to understand!”

- Neurologist

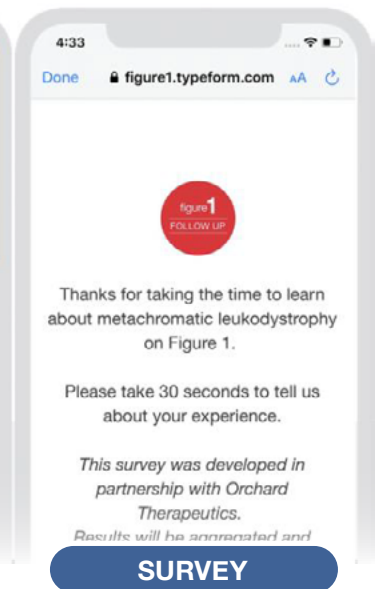
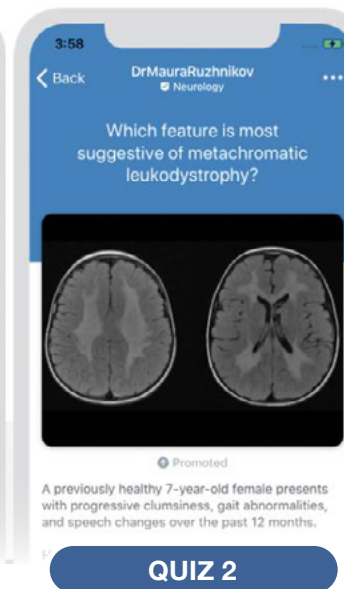
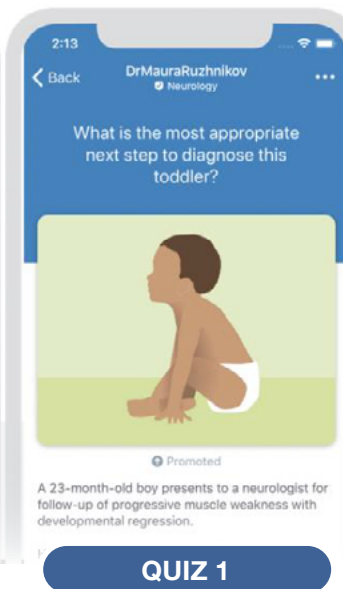
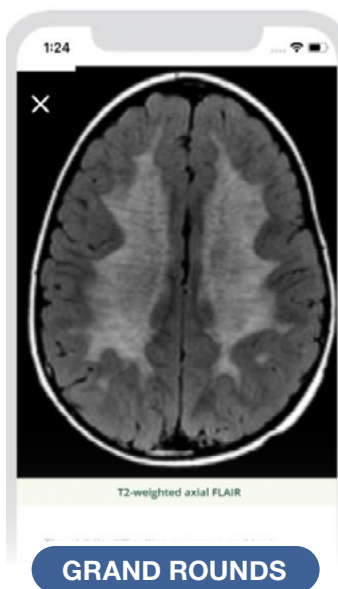
“Thanks for the in-depth review of this neurodegenerative disease!”

- Pediatrician

“An excellent concise evaluation of a truly devastating disease. Thank you.”

- Family Medicine Physician

CAMPAIGN TACTICS



ABOUT

FIGURE1

Figure 1 is a modern, medical education platform for HCP knowledge sharing and case collaboration.

With 3 million registered healthcare professionals in 190 countries collaborating on over 100,000 real-world medical cases, Figure 1 is transforming the landscape of medical collaboration.

Healthcare professionals from all professions and specialties use the platform, including physicians and residents, nurse practitioners, physician assistants, medical students and more. Pharmaceutical companies, associations, and hospital clients such as Novartis, BioMarin, Sanofi, ASBMR, Med Chi, and the Cleveland Clinic are also using Figure 1 to share their expertise and provide engaging, bite-sized education to HCPs.

We are experts in helping our clients create award winning educational programs that are high-quality, scientific, and deliver deep engagements and meaningful ROI. A recent survey (January 2023) of U.S. prescribers on Figure 1 highlighted that our members want to hear from pharma clients on our platform:

- **72%** want to see disease-state education from pharma
- **78%** want to learn about new treatments
- **76%** are interested in learning about new guidelines on Figure 1.

Tell us your target audience and key educational objectives, and we'll bring your story to life on Figure 1.

Contact: bd@figure1.com