

Case Study | Patients and Caregivers

Cephalon is a global biopharmaceutical company with medications that treat central nervous system disorders, cancer, pain, and addiction.

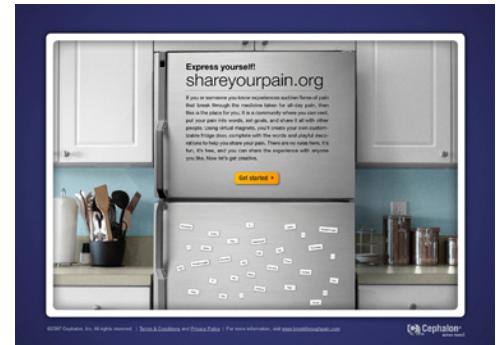
The Challenge

Cephalon received approval on a medication that manages severe, or “breakthrough”, pain. To coincide with the product launch, Blue Diesel developed a disease information portal as well as a product Web site. However, Cephalon and Blue Diesel wanted to know more about how patients who experienced breakthrough pain talked about it and described it to HCPs.

The Solution

Blue Diesel saw this project as an opportunity to flex our strategic muscles. We talked extensively with the target patient and HCP populations to become experts in the terms used to describe breakthrough pain. We also examined how the target populations browsed the Web to find their own treatments for it. Once we knew what search engines were most frequently used, what words and phrases they searched, and what other tools were utilized in their quest for pain treatment information, we developed ShareYourPain.org.

ShareYourPain.org was a valuable online experience for patients that allowed the client to engage the target audience and collect data to further marketing efforts for their brand. A main feature of ShareYourPain.org was a refrigerator with moveable word magnets to give patients a forum to express what they were feeling. The design and imagery reinforced the community, or social network, component of the site and allowed patients to vent, share experiences, and find comfort. A message board and an eNewsletter encouraged continuous interaction, drove viral activities, and ensured a regular infusion of fresh content on the site. Data from the site was used to direct other marketing efforts for the brand.



The Impact

The ShareYourPain.org Web site provided big results for Cephalon. In addition to critical keyword data, the Web site acted as a fertile information-harvesting opportunity for the client, not to mention the positive impact the site had on the patient population. In 2008, ShareYourPain.org won a Manny Award for Best Patient Web site, a Summit International Award, and an ADDY award. Just another day at the office for us translated to a radical change in business for Cephalon.