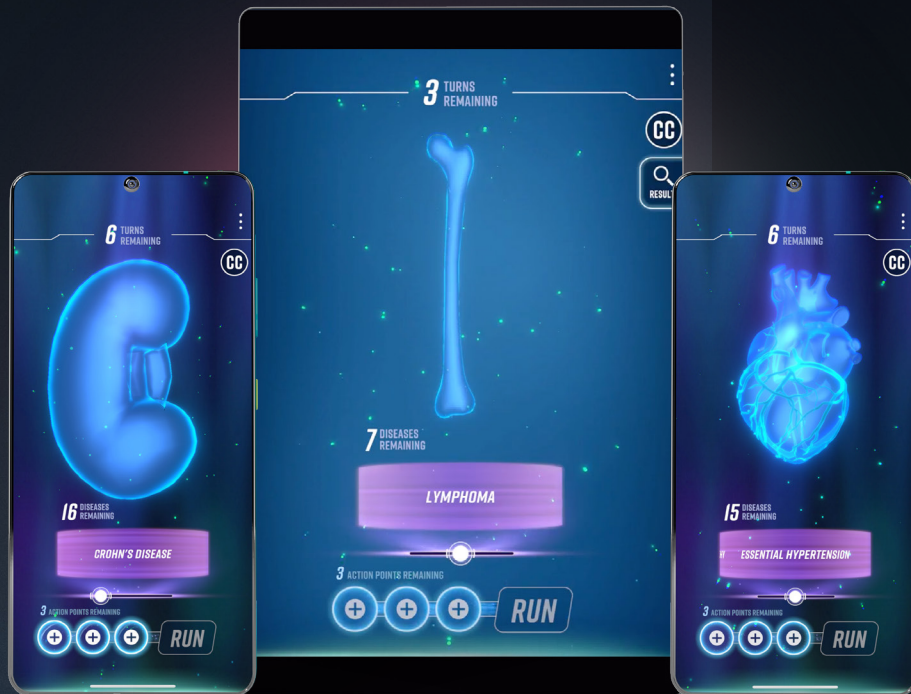


CASE STUDY

HOW A BRAND RAISED AWARENESS
FOR A RARE DISEASE USING

THE NEUROSCIENCE OF PLAY



THE CHALLENGE

A top ten pharmaceutical company had a goal of familiarizing healthcare professionals with the various presentations of a rare disease that has historically been overlooked or misdiagnosed. While it initially manifests in a plethora of common symptoms such as rashes or hand and foot pain, this disease can quickly develop life-threatening complications.

Objectives:

- Educate HCPs on the varying symptoms related to the rare disease.
- Develop recency bias so that physicians think to include the disease in their list of differential diagnoses.

THE SOLUTION

Level Ex developed a diagnosis experience to equip sales reps with an engaging educational tool that leads HCPs through the differential diagnosis of five affected patients, each presenting with a different set of symptoms.

HCPs were quite literally introduced to different faces of the disease and rewarded for ordering the tests necessary for early differential diagnosis. The repetition was calculated to cultivate recency bias and train physicians to include the disease in their early differential workflow in real life, thereby increasing the likelihood of preventing severe complications in affected patients.

THE RESULTS

Level Ex's data analytics provided the client detailed information about individual HCPs' interactions with the game, including:



Improved understanding of the presentations of the disease and the need for early testing



Increased inclusion in early differential diagnosis due to recency bias



Faster diagnosis, avoiding life-threatening complications

Note: no quantitative usage/impact data available, as experience was deployed as an iPad app for rep/MSL-driven sales enablement