



TIME-CRITICAL LAUNCH OF A PATIENT SUPPORT PROGRAM IN RESPIRATORY

THE CLIENT'S CHALLENGE

Our client needed to rapidly launch a Patient Support Program (PSP) across priority markets to coincide with the launch of a biologic self-injection treatment for a severe respiratory condition.



OUR SOLUTION

- Our senior team supported global and local teams to align around patient pain points through deep-dive analysis and innovation sessions, creating a modular service framework informed by health and behavioral psychology and tested with patients and HCPs.
- We created and implemented a global blueprint and toolbox that enabled compliant, differentiated execution, supported at market level to achieve enrolment targets.

OUR IMPACT

Within nine months, the PSP launched in five priority markets, reaching 80,000 patients in two years, improving adherence (+10%) and persistence (+23%), driving significant additional doses, and generating cross-brand synergies that saved \$4M.