

# nt orphan drug launch: bringing emotional h: bringing emotional and therapeutic pe al and therapeutic perspectives to a first- es to a first-in-class treatment orphan dr

At ClinicalMind, the team recognizes that rare diseases are more than just a challenge —they are deeply personal and emotional. That's why they go above and beyond to ensure that their educational programs and materials not only have the necessary scientific rigor but also give voice to the patients and their caregivers. By understanding the patient's perspective and how their disease affects their daily lives, ClinicalMind is working to ensure the success of this groundbreaking orphan drug and to make a real difference in the lives of those affected by rare diseases.

Presented by:



**ClinicalMind**<sup>®</sup>

# ent orphan drug launch: bringing emotional and therapeutic p and therapeutic perspectives to a first-in-class treatment orp

## the challenge

When a pre-revenue biopharmaceutical company set out to launch a first-of-its-kind orphan drug aimed at treating a rare neurological disorder, they knew they needed a partner who understood the complexities of the pharma industry and the unique challenges of marketing in the rare disease space. Enter ClinicalMind, a company with a passion for making a difference in the lives of patients and their families.

## the solution

Nearly two years before the expected launch date, ClinicalMind was brought on board to help guide the client through the process. CM quickly got to work, immersing themselves in the needs, goals, and vision of the client, and developing an extensive range of advanced scientific training materials.

ClinicalMind recommended and created an extensive range of advanced scientific training materials:

- 14 training modules (slides, voice-over, pre-/post-testing) spanning disease state, testing issues, competitive landscape, and product
- An online KOL classroom to educate field personnel on key insights of the disease state and the newly developed drug
- Preceptorships
- A quarterly online forum for field personnel to remotely assemble to discuss and ask questions

Content was built with key educational areas including:

- Information about the company to increase organizational awareness
- Disease-state education
- A profile covering the benefits, safety, and efficacy of the anticipated treatment
- Information on advocacy groups and their role
- Information on competitive technology in this space

But ClinicalMind didn't stop there. They filmed interviews with patients who participated in the clinical trial, their families, and their physicians, adding a personal touch to the training that helped foster a deeper understanding and empathy for the patients' experiences.

## the results

The training was a hit, with field personnel and client management praising it as the best they had ever participated in.

