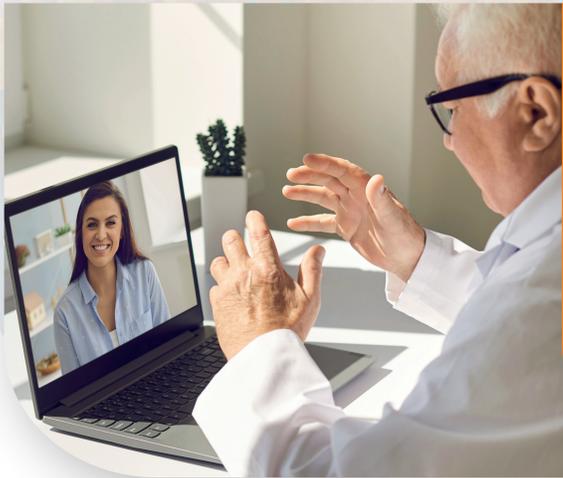


Rebuilding beliefs, redefining behaviours: The key to unlocking powerful potential in rare diseases

Sophie Jones, Rebecca Taylor, Jennie McLean, Catrina Milgate, Will Hind
Alpharmaxim Healthcare Communications, Altrincham, UK



A SMARTER APPROACH IN A CHALLENGING ENVIRONMENT

- New products launched for the treatment of rare diseases, particularly those that require a paradigm shift in current treatment practice, will encounter barriers due to habitual prescribing behaviours
- Traditional medical marketing approaches might work for some big brands, but rare diseases need a smarter approach that can disrupt routine behaviours
- Tailoring medical marketing campaigns to challenge specific stakeholder beliefs and behaviours is the smartest way to ensure the best treatment outcomes for patients with rare diseases

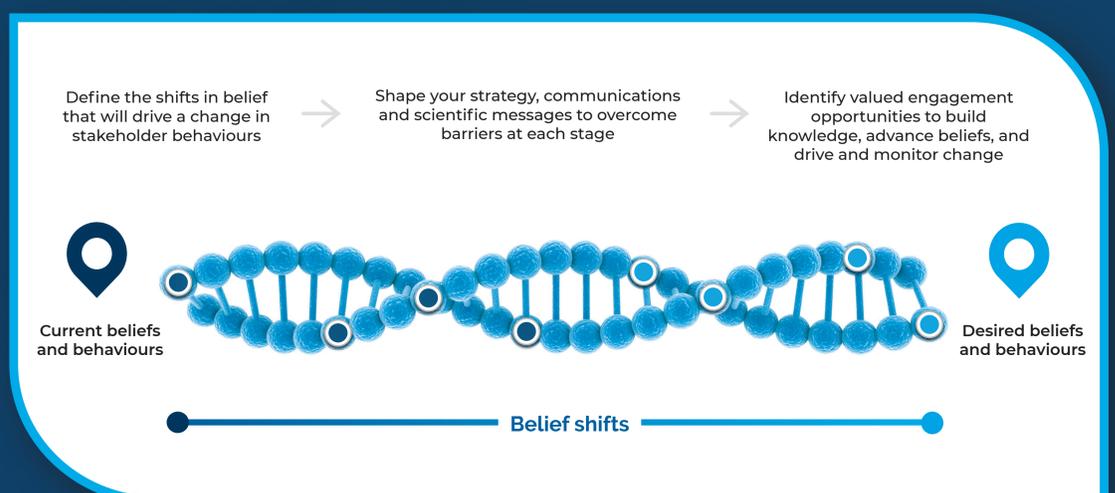
Rare diseases need a tailored approach, with a core focus on behavioural change

ALPHARMAXIM'S UNIQUE BELIEF CONTINUUM® APPROACH ENABLES YOU TO DRIVE CHANGE

- Alpharmaxim is championing a fundamental shift in the way that medical marketing campaigns are developed, by designing bespoke narratives and measuring changes in beliefs and behaviours
- Our Belief Continuum® approach balances science and strategy, transforming data into a compelling, evidence-led story that will underpin and validate all medical marketing efforts
- Starting with a detailed understanding of the beliefs that underpin current behaviours, the Belief Continuum® provides a logical and robust path for stakeholders to progress from an underlying inhibitory belief toward one that allows them to embrace the real potential of a product
- Beliefs are hard to change – they are ingrained, personal and often long-held. Creating lasting change means breaking down the beliefs and rebuilding them in small incremental nudges towards the desired belief
- Communicating a consistent and compelling story – one rooted in evidence but structured to generate that shift in belief – is the key to driving sustained behavioural change

THE BELIEF CONTINUUM®: BELIEVE IN SPECIAL

- ✓ Creates an engaging story flow, supported by high-impact, scientifically robust messages
- ✓ Provides a clear framework for targeted tactical planning to drive change
- ✓ Results in impactful and cost-effective engagement activities
- ✓ Promotes credible and honest communication
- ✓ Provides a clear framework to measure effect and demonstrate value



READY TO BELIEVE? Imagine what we could do together..

