

# Medical Information Made Accessible Case Study



## Unique Mechanism of Action (MOA) Videos to Distinguish and Promote

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### GOALS

When a major east-coast pharmaceutical company launched a new smoking cessation product with a novel central mechanism of action (MOA), Insyght supported this launch at multiple levels, including the creation of an award-winning video to illustrate the unique properties of the product. As this new, non-nicotine prescription medicine was entering a fairly competitive market in which nicotine replacement therapies and other drugs had a long-standing foothold, positioning the product in a distinct manner was critical to its market success.

### SERVICES

#### Strategic Direction

- Market Assessment and Competitive Product Review

#### Medical Content Development

- Storyboard and Wireframe Development
- Video Narration / Script Development

#### Implementation and Evaluation of ROI

- High Definition Video Production
- Integration with Speaker Materials and Product Websites

### PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

After in-depth discussions with the client's medical team members, participation at and analysis of discussions during advisory board meetings and review of product information, Insyght developed story boards, wireframes, and an associated script, and facilitated the medical, legal, regulatory and final review of the video.

### RESULTS

The result was the design of an award-winning, novel, high definition video that showcased the product's mechanism of action. The video was developed so that it could be used as a stand-alone video (e.g., positioned on the product website) or integrated as part of various speaker presentations that could be tailored per audience type / experience level.