

# Case Study

## Patient online behavior in a rare disease

### APPROACH + SAMPLE



Quantitative survey to help our partner understand rare-disease patient behavior online



137

patients with a rare disease who are very hard to reach through traditional market research



Reached our target sample within weeks

### KEY FINDINGS



66%

are active on Facebook for regular social media activity AND rare disease communities



62%

of patients **would like news and updates about their disease**



63%

of patients **are more trusting of information with specific data and facts**

### OUTCOME



### Strategic recommendations to drive online engagement:

Target patients during daily social media activity with unbranded content

Dial up branded ads for patients to see when they look for treatment-specific information

Adjust messaging to include specific data or facts to engage patients

N=137 patients surveyed with rare disease in their chart history