



Best Business Impact

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Winning Entry:

Differentiating by making a difference – how truly supporting the patient leveraged uptake



Audrey Lugris-Turner
Sanofi



Clara Massot
Sanofi



Rebecca Marshall-Clarke
Adelphi Research UK

Entrants' short summary

Praluent entered the market three months behind Repatha, with very similar clinical profiles. What could Sanofi offer to make their brand first choice? Patient support programmes had been done before, what differentiation would a glossy brochure really provide?

Sanofi and Adelphi set out to discover what patients and clinicians really needed to support Praluent use and optimise patient outcomes. Novel research approaches and effective engagement across research, marketing and creative generated a unique offering.

MyPraluentCoach has enabled Praluent growth to outstrip Repatha, despite Repatha's headstart.

Its uptake is unprecedented, helping four-times as many patients as expected to dramatically reduce their cholesterol.

What the Judges said:

"The research showed obvious impact and **very positive outcomes for the brand**. The entry was well written and clearly summarises the business approach and outcomes and the impact this has had for the company. This was a **neat solution to a clearly defined problem.**"