

Targeted, Insight-Driven Education: Promoting Early Diagnosis via Pediatric Lipid Screening in HoFH

CHALLENGE

Familial hypercholesterolemia (FH) is critically underdiagnosed, with less than 10% of affected individuals in the U.S. receiving a formal diagnosis. Without treatment, Homozygous Familial Hypercholesterolemia (HoFH) often leads to early coronary heart disease, with life expectancy typically not exceeding 30 years. Early diagnosis is essential to improving patient outcomes.

Despite U.S. national guidelines from bodies such as the AAP and NHLBI recommending lipid screening for all children aged 9–11 years, only 17.5% of children undergo screening. To address this gap, our client aimed to pilot a non-promotional, omnichannel initiative to raise awareness of FH signs and symptoms, promote early HoFH diagnosis, and increase pediatric lipid screening rates.

APPROACH

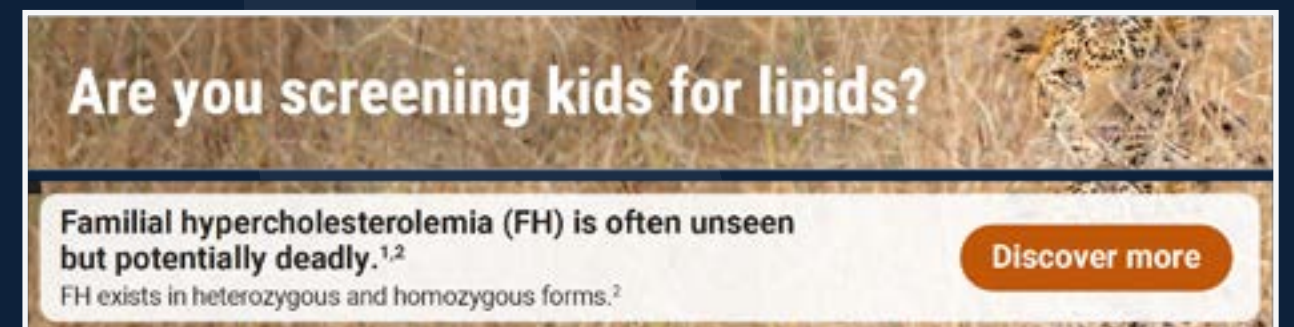
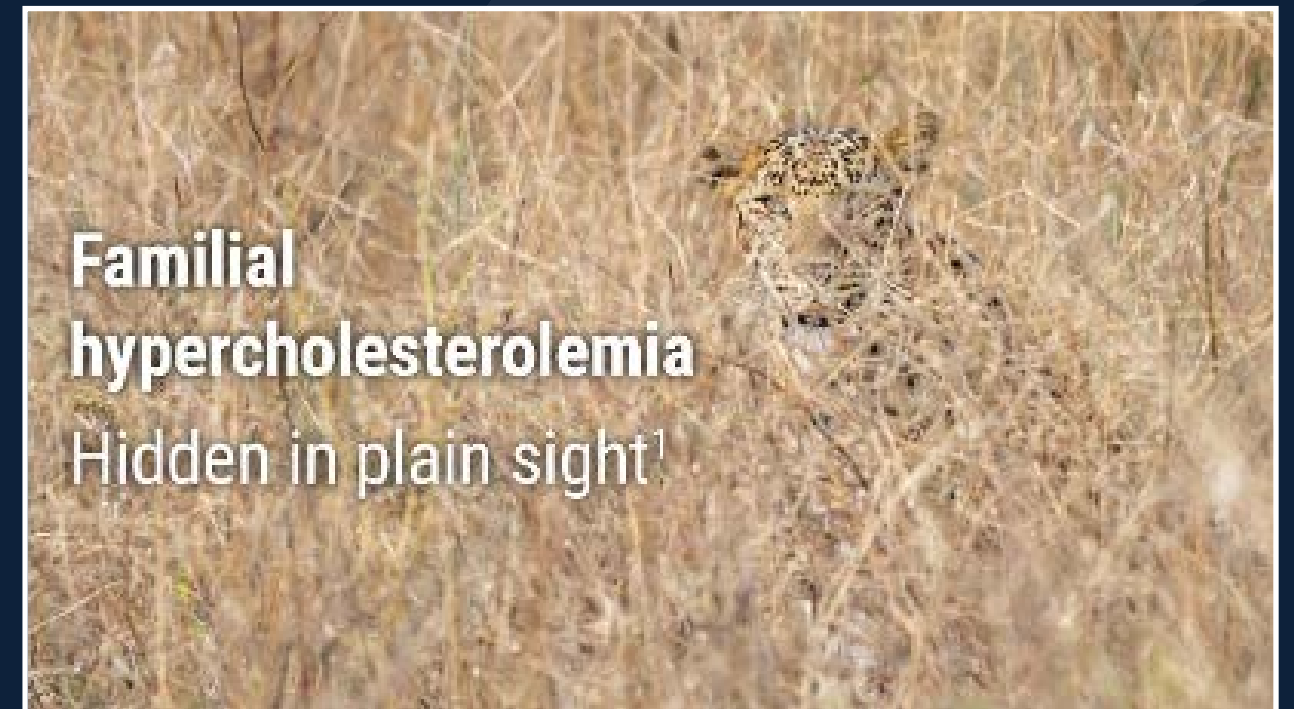
- Developed a **data-driven, non-promotional medical omnichannel strategy** focused on delivering a compelling screening message.
- Leveraged insights from healthcare providers (HCPs), social listening, and real-world analytics database data to identify the primary pediatric provider audience and address their specific needs.
- Designed the pilot to target HCPs in Texas, a state with low pediatric lipid screening rates and a large pediatric population, ensuring the strategy addressed local challenges.

OUTCOME

- Achieved a comprehensive set of short-term metrics to evaluate initial engagement and response.
- Enabled the client to leverage their real-world analytics database to assess long-term impact on pediatric lipid screening rates and track measurable behavior change among HCPs.

CREATIVE CONCEPT

Following an internal stakeholder survey of diverse creative concepts, the “unseen but deadly” concept was selected to convey the sense of risk and urgency in detecting FH.



Our omnichannel content strategy promoting early diagnosis via pediatric lipid screening in HoFH

DRIVE

Assets across multiple channels drive HCPs to our resource center to learn more.



- 1 Banners on HCP society websites and newsletters
- 2 Third-party email
- 3 Instagram-style story -- Our most bite-size piece, starting the Discover journey
- 4 Social media posts (LinkedIn) -- In development

DISCOVER

Our resource center hosts our Discover content, driving home our call to action to "Screen Kids for Lipids."



Leave Piece



Animations



Audio Series



DIVE

Assets across multiple channels drive HCPs who want to immerse themselves further can access resources that provide in-depth information.



External links to guidelines/recommendations



External links to associations and foundations