

# How a rare disease advocacy group changed a healthcare agency's culture and mission.

Lanmark360 has a unique, patient-centric approach to rare disease that was shaped by JAR of Hope, a Duchenne advocacy group housed inside the agency

## "Listen to me."



There are many voices in the rare disease space, but none so important as the patient's. Understanding what the patient is feeling and thinking, and then giving the patient a voice is a key first step in creating relevant patient communications and tactics.

## Community engagement is a critical component of a rare disease awareness campaign.



Through the application of virtually every agency service, we successfully translated the Duchenne muscular dystrophy (DMD) conversation to new audiences, maximizing reach to the fullest extent and driving disease awareness to new heights.

## In 2015,

Lanmark360 offered JAR of Hope a place in our agency—and pro-bono services—as a way of giving back to the rare disease community. (Our employees will tell you we've received much more than we've given.)



- Strategic Planning
- Community Engagement
- Advocacy Relations
- KOL Recruitment
- Event Management
- Creative Development
- Digital & Video Services
- Content Creation
- Public Relations
- Social Media Outreach



## Making the commitment to take JAR of Hope to the next level...

### The beginning of something much greater than we ever expected



Lanmark360 is introduced to JAR of Hope and their mission to raise awareness of and find a cure for Duchenne muscular dystrophy



JAR of Hope invites Lanmark360 to participate in their latest awareness generation event



A connection is made after learning more about DMD and the inspiration behind the nonprofit

## Small steps lead to great leaps for Duchenne muscular dystrophy

Before working with JAR of Hope, the nonprofit was operating at the grass roots level and leaving behind a limited footprint for Duchenne muscular dystrophy. There was little to no awareness being generated. Lanmark360 amplified the DMD message and reinvented the JAR of Hope brand.



**From preliminary projects**

- Refreshing marketing materials for established campaigns and events



**To brand overhaul**

- Creating and executing a marketing plan to reposition JAR of Hope within the DMD community
- Developing a new vision to tell the brand story
- Developing a new look and feel for the brand

# How we grew the discussion

## Delivering unbranded education through medical professionals to patients and families

Lanmark360 created an extensive yet easy-to-understand caregiver's guide. Intended to answer questions and comfort families through challenges met along the way, it provides helpful information and resources that have since been missing from the education and support aspects at the time of Duchenne muscular dystrophy diagnosis.

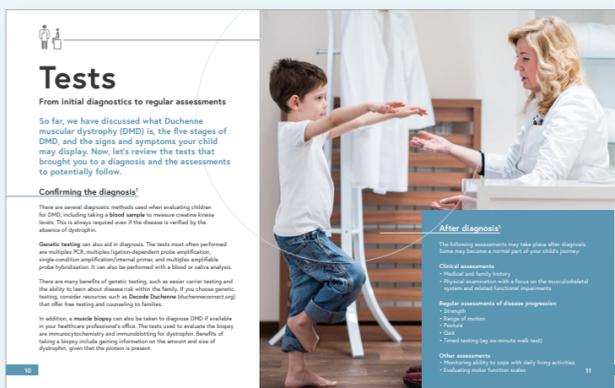
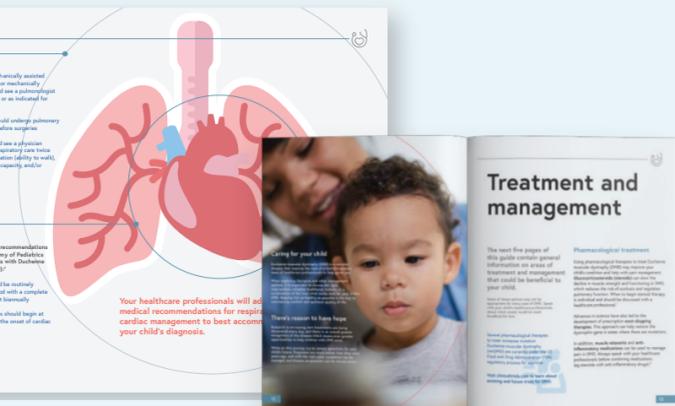
### Steps we took to prepare, execute, and market the guide:

- Interviewed families of children diagnosed with DMD to obtain in-depth market research
- Conducted clinical fact-finding and other preliminary research to gain top-level insight
- Developed a strategic plan to get HCPs and other decision makers to advocate for and distribute the guide in their medical offices
- Developed a strategic plan to procure sponsoring partners in the pharmaceutical space



### Results:

- Leading physicians specializing in DMD at Cincinnati's Children's Hospital applauded the value of the guide and provided input for inclusion
- Families of children diagnosed with DMD provided positive feedback on the guide, emphasizing appreciation for its comprehensive education and ethical tone



## “Record Breaking” Duchenne muscular dystrophy advocacy

Using an experiential marketing tactic, Lanmark360 organized and hosted the first FedEx-sponsored event to educate the community on rare disease and Duchenne muscular dystrophy.

Covered by major news media channels, LEGO® Day invited schools to learn about why DMD occurs in the pediatric population and why awareness is crucial. With gene mutation as the cause of DMD, the objective was for students to build a chain of LEGOs as an attempt to break a world record. Once completed, the chain would resemble the DNA strand for the specific mutation that results in DMD.



1,000+ participants and 200,000 LEGOs later... we broke not one but two world records and brought widespread media coverage to DMD.

## National Hands on the Floor Push-Up Campaign

Determined to take Duchenne muscular dystrophy into classrooms around the nation, the Hands on the Floor Push-Up Campaign encourages middle school, high school, and university students to learn about the disease and become their own awareness ambassadors. To help facilitate schools' participation in the campaign, Lanmark360, in addition to creating the branding, developed all marketing materials, as well as a microsite for fast and simple sign-up generation.



Almost one year later, Hands on the Floor and DMD is now in 20 US schools, with new schools in different states signing up regularly.



15 days from launch, the campaign generated 175,000 views and 500 social shares.



## “Push-up Call Out” Social Media Campaign

The objective was to generate DMD awareness, reach new audiences, and validate the urgency of the disease with an inspirational idea.

Launched on May 11, 2016, the campaign began with one person posting a video to Facebook, explaining what DMD is and participating in the non-profit's longstanding push-up initiative while “calling out” others to do the same. As the campaign gained momentum, the number of videos increased, confirming its impact on the community and expanding to audiences beyond JAR of Hope's immediate follower base.

## “Battle of the Boroughs” at the TCS New York City Marathon

As a result of the awareness garnered from last year’s participation in the New York City Marathon, Lanmark360 developed Battle of the Boroughs: an exclusive initiative to launch in time for the 2018 marathon. With such impact felt by the presence of our marketing efforts in 2017, this year JAR of Hope will accept a substantial sponsorship from Freedom Mortgage® and welcome additional runners to carry the DMD message even further.



# 2018 BATTLE OF THE BOROUGHES CELEBRATING 5 YEARS IN THE NYC MARATHON

OFFICIAL CHARITY PARTNER  
TCS  
NEW YORK CITY  
MARATHON



## Raising funds and raising awareness at the Annual gala for Duchenne muscular dystrophy awareness

From 2015 until present time, the role of Lanmark360 in planning and managing the gala has evolved, turning a small gathering of supporters into a recognized event for Duchenne muscular dystrophy awareness, education, and funding.

In its first year, Lanmark360 redesigned the gala journal, using connections within the healthcare space to expand the sponsorship base.



Our presence within the last two years has also greatly broadened and elevated the attendance to include a corporate presence and participation from national entities.

## International brand ambassador network



Our marketing efforts have taken Duchenne muscular dystrophy from one small town in New Jersey to various states and countries, allowing JAR of Hope to establish an international brand ambassador network for awareness and advocacy of the disease.

## Rare disease and Duchenne muscular dystrophy in the future

When we crafted the JAR of Hope and DMD narrative, communicating it from a different point of view and emphasizing the role of the patient as the most effective facilitator for change, the nonprofit’s voice intensified and their message became louder. With the influence of James Raffone, Founder of JAR of Hope and father to a son with DMD, each of our initiatives allowed the public to see real faces affected by the disease, only helping to further expand our reach and generate a maximum level of awareness that’s still growing.



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