

# BROCHURE HIGHLIGHTING PRODUCT COMPONENTS AND THEIR BENEFITS IN DISEASE MANAGEMENT

**CLIENT PROFILE:** A UK-based health marketing agency representing a pharmaceutical company with a need to highlight and explain the therapeutic benefits of a specific product.



## OBJECTIVES

To design a **comprehensive and evidence-based brochure** that synthesizes various studies, targeting **healthcare professionals** and **highlighting the product's components and their implications for disease management**.

## APPROACH

- 1. Literature Review:** Conducted an exhaustive review of relevant medical and scientific literature, zeroing in on studies that elaborated on the product's components and their impact on the disease.
- 2. Content Creation:** Transformed the compiled data into structured and accessible content tailored for healthcare professionals. Used charts, graphs, and concise bullet points, and collaborated closely with the agency's art team to create a sophisticated yet clear design.
- 4. Collaborative peer review:** The client's medical team performed a thorough peer review.
- 5. Finalization:** Assimilated the insights and recommendations from the client's medical team, and refined and readied the brochure for distribution.

## BENEFITS

### 1. Enhanced Product Awareness

Broader understanding and influence among healthcare professionals due to clear and comprehensive content.

### 2. Increased Advocacy

Content rooted in scientific evidence, expected to strengthen confidence and recommendations.

### 3. Internal Reference Point

A reliable source of information within the company, endorsed by the medical team's review.

## AT A GLANCE

### CHALLENGES

- Distilling extensive research into concise and impactful content.
- Ensuring seamless collaboration with the internal art team to achieve a coherent brochure.

### BENEFITS

- A well-articulated and thorough content piece that amplifies product credibility and adoption.
- Establishment of a harmonious workflow with the client's internal teams, ensuring the final brochure was cohesive and impactful.



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[www.anasofiacorreia.com](http://www.anasofiacorreia.com)  
[ana@anasofiacorreia.com](mailto:ana@anasofiacorreia.com)