

Helping Patients to Stand With HPP: Creating a Community-focused Website for Alexion and Its Patients

Date: November 2018

THE CHALLENGE:

Hypophosphatasia (HPP) is a rare genetic condition that adversely affects the development of healthy bones. Patients with HPP have soft or weakened bones that can result in skeletal deformities, fractures, dental issues, and pain. Patients with HPP can also have brain, muscle, joint, lung, and kidney problems. HPP can have devastating physical effects that impact the daily lives of those suffering from it. Healthcare professionals typically focus on providing treatments for the physical manifestations of a disease and may not fully understand the emotional and psychological tolls HPP can have on patients and caregivers. Alexion recognized that patients living with HPP, as well as their families and caregivers, had limited resources available for information and support. These patients also had no online forums for sharing their experiences or fostering a sense of community. Furthermore, much of the information available portrayed the condition in an overwhelming or frightening fashion.

Viscira was challenged to create a website that provides HPP patients and caregivers with an inspirational forum to assist with their condition management and understanding of what it means to live with HPP. The overarching goal was to create a sense of community online for patients, caregivers, and anyone else affected by HPP.

THE SOLUTION:

Viscira worked closely with numerous key stakeholders at Alexion to design and develop StandWithHPP.com, a community-focused website offering support, connections, and resources for those living with HPP. The site helps patients to better understand the disease and helps prepare them for the next phase of their journey. It includes opportunities to connect on Facebook, sign up for newsletters, and share personal experiences that can be published on the site.

Stand With HPP's dynamic new website features the following:


- **A Fun Photomontage Home Page** – the home page is inviting and highly personable, and the site's design centers around real patients living with HPP




- **Lifestyle Articles** – content can be filtered by the following categories: newly diagnosed, patients and caregivers, kids, young adults, adults

See What's New

All Newly Diagnosed Parents and Caregivers Kids Young Adults Adults

 **Childcare and HPP**
September 29, 2017
For some people, finding suitable childcare for their loved one with hypophosphatasia (HPP) can be a challenging process. Find out more about what to look for in a childcare professional or center-based care. Finding center-based care...

 **Start the Conversation About HPP**
September 29, 2017
Find out more about ways to let people know how hypophosphatasia (HPP) is affecting your life. People with hypophosphatasia (HPP) may find themselves in a situation where someone is demanding more from them than they are...

- **Video Testimonials** – impactful stories featuring HPP patients and caregivers

Patient Stories



My Painful Path to Diagnosis

March 10, 2017



College, Work, and HPP

March 10, 2017

- **Community Resources** – provides updates on community events in a format that is both social and shareable



**Alexion
Ambassador
Program**

Join us for an interactive, educational program for people living with HPP, their family members and caregivers.

Register now for the event you want to attend.

Charlotte, NC – Oct 28, 2017

Le Meridien Charlotte

New Haven, CT – Oct 29, 2017

Omni New Haven Hotel At Yale

Miami, FL – Nov 4, 2017

Hyatt Regency Miami

Tulsa, OK – Nov 11, 2017

Hyatt Regency Tulsa

The Stand With HPP website is supported by a robust editorial calendar with content being updated quarterly to ensure that the experience remains fresh and timely.

THE RESULTS:

The StandWithHPP.com launch metrics exceeded the benchmarks for all key performance indicators being tracked and measured, especially considering the rare disease space. The site had over 4,000 unique page views within the first three to four months post launch, with 42.6% as returning visitors. There was also a significant increase in the average duration spent on the site for those coming from organic searches (11.1%) and referral sites (20.9%).

In addition to the above metrics, Alexion received very positive feedback from the patient community. Here is one example:

PATIENT QUOTE:

“Wow, this is like a dream come true for me! I’ve hoped Alexion would develop such a resource, and now it’s happened! Thank you so much for sharing it with me, and I’ve already posted it on both of my HPP Facebook pages.”

LEARN MORE

To learn more about Viscira’s virtual and augmented reality programs, as well as other digital marketing solutions, please contact our Business Development team at sales@viscira.com.