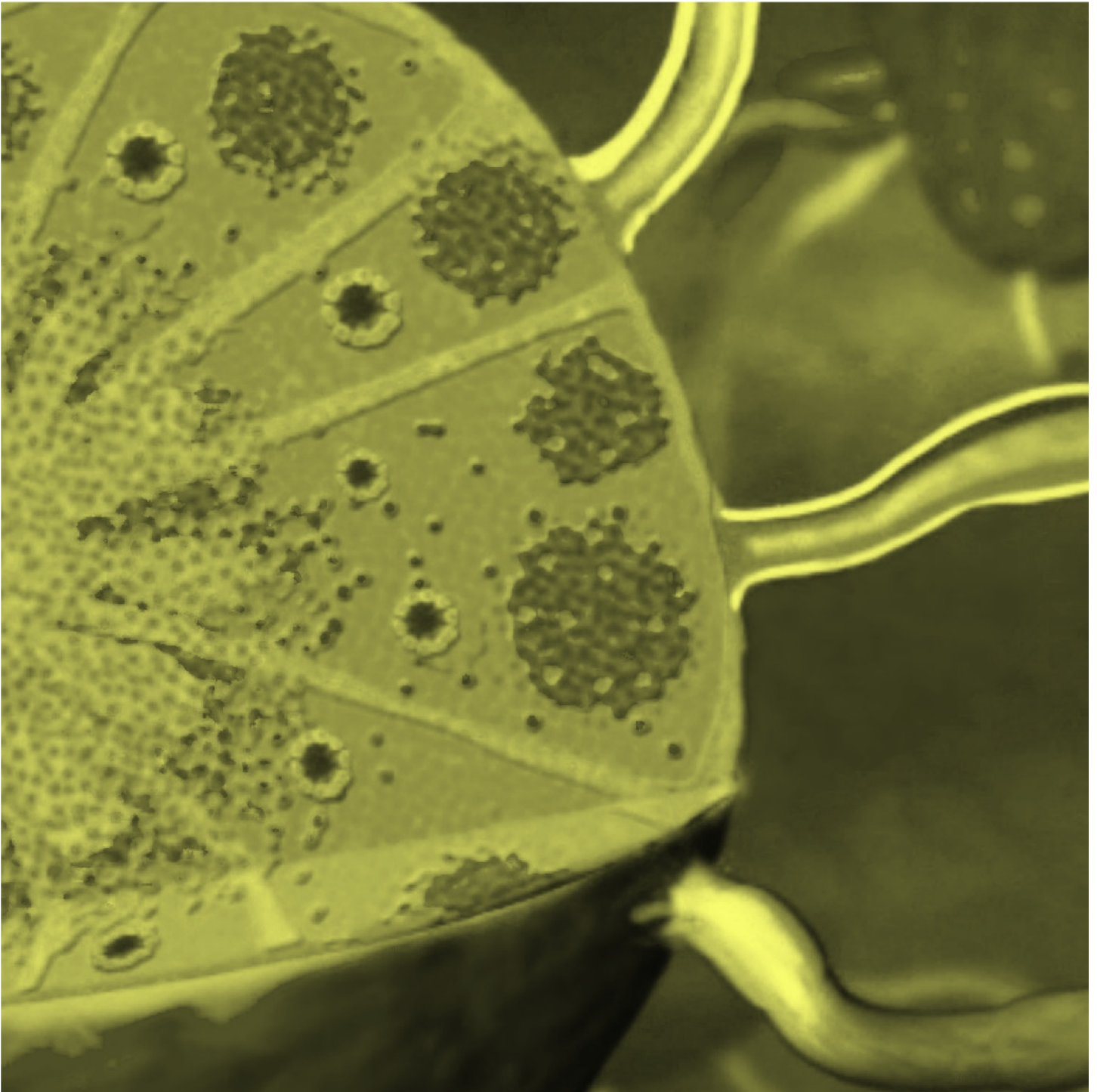


CASE STUDY:

LUPUS INTERACTIVE EDUCATIONAL TOOL
Shifting the Paradigm for Disease Education



AEGIS



“The Aegis animations are the best example of this immunology education I’ve ever seen. They are the gold standard of how it *should* be done.”

- Key Opinion Leader, Immunology

AEGIS



CHALLENGE

Our client was working to position itself as a company on the [cutting edge of knowledge](#), to prepare the market for a potential new lupus therapy, and ultimately to show its commitment to developing therapeutics for autoimmune diseases. The team sought Aegis's help in developing an educational tool to [explain the complexity](#) of lupus as a disease state with multiple organ manifestations. No one had tried to create such a curriculum before, because the concepts were highly complex and many were very new.



OPPORTUNITY INTO ACTION

Our approach was to develop [7 separate animated education modules](#) designed to synthesize the most current understanding of [how lupus manifests in each organ system](#). We selected information from the latest research literature, assuring that our materials were scientifically and clinically accurate, nonpromotional, and helpful in understanding the complexities of this difficult disease state. We also brought together [key opinion leaders](#) (KOLs) with diverse expertise to provide the scientific rationale for the client's therapeutic treatment.



RESULTS

This groundbreaking, comprehensive curriculum has [changed how experts and practicing clinicians think](#) about the pathogenesis of the autoimmune disease lupus. According to the KOLs, this tool has [raised the market standard for education](#). Many of them are now using the animations in their own talks and for teaching clinical staff, fellows, residents, and medical students.



AEGIS

We take ideas and make them real.

www.aegiscreative.com | +1.303.973.5566