



# Unifying Digital Excellence: The TTP Unbranded Website Journey



## Fragmented Initiatives

Addressing a disjointed digital presence for Sanofi's TTP educational platform.



## Cross-Functional Alignment

A strategic case study in uniting diverse teams and efforts.



## Streamlined Success

Transforming complex digital initiatives into a unified, impactful platform.

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# The Challenge: Fragmented Execution



## The Problem We Faced

Our initial approach to the TTP unbranded website revealed critical misalignment across stakeholder groups. The project brief, intended as a unified strategic foundation, became fragmented across different teams and channels.

Legal expressed frustration with inconsistent brand outputs that required extensive rework. Medical Affairs and Regulatory teams grew concerned about escalating costs from multiple revision cycles. Each team interpreted the brief differently, leading to disconnected execution across digital touchpoints including social media platforms, mobile experiences, and educational content.

# Stakeholder Pain Points

## Legal Team

Frustrated by inconsistent brand outputs requiring extensive regulatory language corrections and compliance reviews

- Multiple interpretation gaps
- Time-consuming redlines
- Approval bottlenecks

## Medical Affairs

Concerned about the financial and resource impact of prolonged revision cycles on scientific accuracy

- Budget overruns
- Delayed launches
- Resource reallocation

## Regulatory Affairs

Worried about compliance risks and the cost implications of iterative reviews across platforms

- Compliance exposure
- Documentation burden
- Audit trail complexity



# The Digital Landscape: Before Alignment

The original project brief existed in multiple, inconsistent versions across our digital ecosystem. Content displayed on Reddit differed subtly from Facebook messaging. Mobile experiences on smartphones and tablets presented conflicting information hierarchies. Medical journal web banners told yet another version of the story.

This fragmentation wasn't just a visual problem. It represented fundamental misalignment in our strategic approach to TTP education. Each channel operated in a silo, with different interpretations of compliance requirements, messaging priorities, and audience engagement strategies.



# Our Solution: The Unified Strategy Framework

01

## Cross-Functional Alignment Workshop

Brought Legal, Medical Affairs, Regulatory, and Brand teams together to establish a single source of truth for the TTP educational mission

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## Streamlined MLR Process

Implemented pre-approved messaging modules and clear escalation pathways to reduce revision cycles dramatically

02

## Integrated Content Architecture

Developed a master content framework ensuring consistent messaging across all digital touchpoints while maintaining platform-specific optimization

04

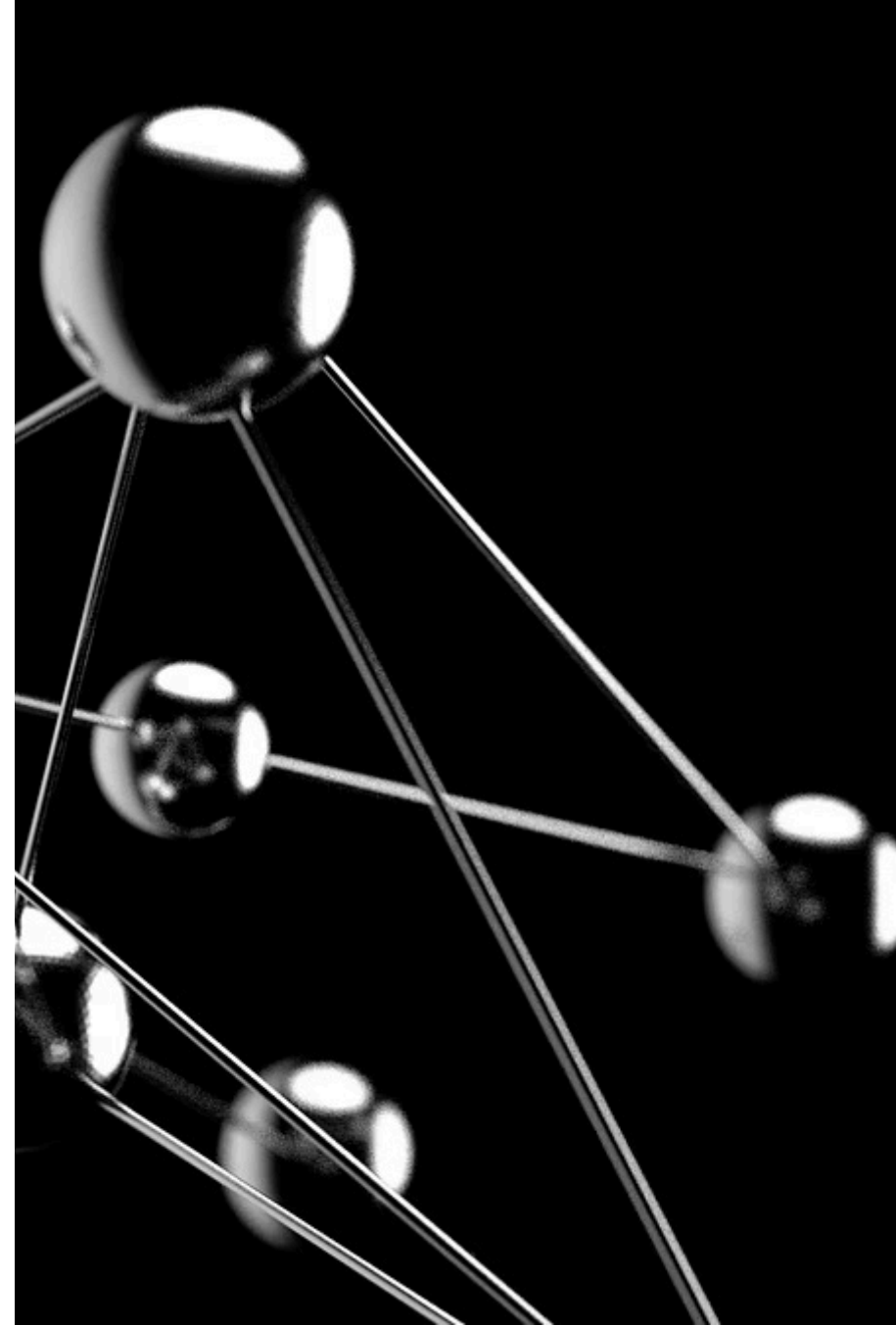
## Unified Digital Deployment

Coordinated simultaneous launch across social channels, mobile platforms, and educational resources with consistent core messaging

# The Transformation: Unified Digital Ecosystem

We achieved what seemed impossible at the outset: a single, coherent brand message flowing seamlessly across every digital touchpoint. The transformation began with establishing a central strategic hub. Our refined project brief served as the definitive source for all content development.

From this central point, our unified message radiated outward through connected channels. Thin, glowing lines of collaboration linked Legal, Regulatory, and Medical Affairs teams in real-time review processes. Each device screen, from social media platforms to mobile apps to educational portals, illuminated the same core message, adapted appropriately for each audience while maintaining strategic consistency.



# Measurable Impact: The Numbers Tell Our Story

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## Revision Cycles

Reduced from an average of 6-8 cycles to just 2, dramatically accelerating time to market and reducing stakeholder frustration

95%

## MLR Pass Rate

Materials successfully passed Medical-Legal-Regulatory review boards on first or second submission, up from 62% baseline

85%

## Traffic Engagement Increase

Social media community channels including Reddit and Facebook saw remarkable growth in meaningful engagement and session duration

# Platform-Specific Success Metrics

## Social Media Performance

Our unified approach transformed community engagement on Reddit and Facebook platforms dedicated to TTP education and patient support.

- **Reddit TTP Community:** 127% increase in active discussions, with healthcare providers and patients engaging more deeply with educational content
- **Facebook Engagement:** 93% growth in meaningful interactions, with longer session times and higher content sharing rates
- **Cross-Platform Consistency:** Message alignment scores improved from 68% to 97% across all social channels





# Key Success Factors

## Early Stakeholder Involvement

Engaged Legal, Medical Affairs, and Regulatory teams from project inception, establishing clear guardrails and expectations before content development began. This proactive approach eliminated late-stage surprises and costly rework.

## Pre-Approved Content Modules

Developed a library of MLR-approved messaging components that could be flexibly assembled for different platforms while maintaining compliance. This modular approach reduced review burden by 70% while ensuring consistency.

## Transparent Digital Strategy

Created shared visibility into content deployment across all channels, allowing teams to see how the unified message adapted to different platforms. This transparency built trust and facilitated rapid iteration when needed.

## Continuous Feedback Loops

Implemented real-time monitoring and adjustment mechanisms, ensuring that engagement data informed content optimization while maintaining the core strategic message across all touchpoints.

# Moving Forward: Sustainable Excellence

## Building on Our Success

This TTP unbranded website initiative demonstrates that cross-functional alignment isn't just about reducing friction. It's about unlocking exponential value. By transforming fragmented execution into a unified digital strategy, we achieved remarkable efficiency gains while dramatically improving audience engagement.

The framework we developed is now our template for future digital initiatives across therapeutic areas. Legal teams report greater confidence in brand outputs. Medical Affairs has redirected budget from revision cycles to strategic enhancements. Regulatory Affairs sees fewer compliance risks and faster approval pathways.

**Most importantly**, patients and healthcare providers engaging with our TTP educational content experience a consistent, trustworthy message regardless of where they encounter it, fulfilling our fundamental mission of delivering clear, accurate health information when and where it matters most.

Ready to transform your digital strategy?

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