

FEATURED ENGAGEMENT | MAKENI BENT DIGITAL CONSULTING

How a Single Tagline Unified an HCP Messaging Strategy

A rare pediatric liver disease engagement case study — McCann Health /
Mirum Pharmaceuticals





THE PROBLEM

The Problem Wasn't Creative. It Was Alignment.

A rare disease HCP engagement campaign for **Alagille syndrome (ALGS)** — a genetic pediatric cholestatic liver disease affecting approximately 1 in 30,000 children — required a single messaging anchor functional across promotional materials, digital platforms, sales training, and patient/caregiver content.

The target audience: a small, high-stakes specialist pool of pediatric hepatologists and gastroenterologists.

Fragmented Frameworks

Multiple competing message structures existed. None provided field teams a clear, repeatable line for clinical conversations.

Siloed Optimization

Brand, medical affairs, and digital were each optimizing for their own channel — without a shared through-line.

Compliant but Incoherent

The result: technically compliant content that did not cohere into a single brand argument.

Translating a Clinical Symptom Into a Prescribing Conversation

The core challenge in ALGS HCP engagement: converting an urgent clinical reality — **severe, unrelenting cholestatic pruritus** that disrupts sleep, causes skin damage, and can lead to liver transplantation — into a structured prescribing conversation.

For a first-in-class therapy in a category with historically limited treatment options, the message had to accomplish two objectives simultaneously.

Establish Disease Burden

Anchor the clinical severity of pruritus as a measurable, consequential symptom — not a secondary complaint.

Anchor the Brand Argument

Deliver a single structural message capable of holding across clinical, promotional, and behavioral touchpoints without downstream fragmentation.

Check It. Chart It. Discuss It.

The through-line that emerged performed three functions simultaneously – giving every stakeholder a shared architecture grounded in the clinical reality of ALGS management.



Check It

Name the clinical action: assess pruritus severity – score it systematically, not by impression.



Chart It

Embed the documentation step: record pruritus as a measurable clinical data point, not an anecdotal report.



Discuss It

Open the HCP-caregiver conversation: address functional impact on the child's daily life and sleep quality.

THE RESULTS

Measurable Outcomes Across Every Channel

40%

HCP App Downloads

Increase among target pediatric hepatologist and gastroenterologist audience following message deployment.

3

Channels Aligned

Consistent message execution maintained across promotional, digital, and sales training channels without adaptation drift.

0

MLR Revision Cycles

Zero Medical-Legal-Regulatory revision cycles attributable to messaging inconsistency across the content lifecycle.

THE TAKEAWAY

Structurally Right, Not Just Creatively Right

The campaign succeeded because the tagline was **functional** — it gave every stakeholder a shared answer to a single operational question: *"What are we asking HCPs to do?"*

In a rare disease category where the specialist audience is small and every touchpoint carries weight, a structurally sound message is not a creative achievement. It is an operational one.

When the core message is right, alignment follows. Memorability is a downstream benefit — not the strategic goal.



ABOUT

When Launch Teams Find Their Through-Line

Makeni Bent Digital Consulting helps pharmaceutical brand, medical affairs, legal, and regulatory teams reach messaging alignment before content creation begins — reducing downstream revision cycles and accelerating launch readiness.

Our flagship offering, the **Launch Messaging Alignment Workshop**, compresses months of iterative misalignment into two focused working days. The output: a single, structurally sound message architecture that every function can build from.

Work With Us

Rare disease, pediatric specialty, and orphan drug teams preparing for launch or re-launch are welcome to connect.

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