

Disease Awareness Programmes

Over the last 20 years we have operated numerous disease awareness campaigns on behalf of public and private sector organisations. These have ranged from **short-term media campaigns** for pharma clients focusing on specific disease areas, such as coronary heart disease to operating the **NHS Helpline** (Scotland) on behalf of The Scottish Executive for over a decade.

Each campaign has different objectives, be they raising awareness, educating the general public, stimulating debate, challenging social acceptance or encouraging people to visit their GP for treatment.

All have one aspect in common, the need to **communicate** effectively.

At essentiapharm, **we do this daily** on behalf of our clients.

A Case in Question - Meningitis Trust Helpline

We operated the out of hours Meningitis Trust Helpline for 8 years. Operational 24 hours a day, 365 days a year and staffed by registered nurses, calls are taken from across the UK, Republic of Ireland, Australia and New Zealand. **Trained nurses** provide information and support to callers about all aspects of **meningitis**. A worried parent who is wants to talk about their child's symptoms. A bereaved husband who's wife has passed away due to meningitis. The service aims to **raise awareness of the signs and symptoms**, where to go to **access medical attention** and **support services** for those affected in any way by meningitis.

As an out of hours service it is vital that we provide **a seamless quality of service** with that of our client. When operating the service, our advisors are The Meningitis Trust. That is why **we work in partnership** with them to deliver a first class service to all callers.

To understand what your needs are its vital that we communicate. **Let's talk.**

Contact Susan Pollock on 08457 22 11 33 or email spollock@essentiagroup.com

Lack of awareness amongst the general public about existing medical conditions, the recognised medical symptoms and available treatments **can limit the potential market for your brand**. Sales can also be inhibited by social acceptance of certain conditions or fear of talking about health issues with others. Preconceptions such as 'not wanting to bother the busy Doctor' also ensure **a high number of patients do not receive appropriate treatment**.

In these instances it is vital to **educate, raise awareness** and **tackle the barriers** to visiting a healthcare professional.

This is where disease awareness campaigns can help.