

Hydra Biosciences Amplifies Need for Innovative Pain Treatments



CHALLENGE

- Publicize the voice of patients struggling with chronic, neuropathic pain and interject science and innovation into the debate
- Address proposed public policy changes on drug abuse and addiction; highlight the need for innovative pain medications

LHS SOLUTION

- Developed an awareness campaign using digital content, media relations and thought leadership
- Planned and executed a signature event with thought leaders comprising government advocacy and patients
- Established relationships with pain association advocacy groups

RESULTS

- Drew 100+ audience to a KOL pain panel presentation & event
- Developed dynamic video featuring scientist whose career was derailed by severe chronic neuropathic pain
- Engaged with advocacy groups, developed a social media presence and secured positive media coverage affecting discussions amongst multiple stakeholders

