

A STORY OF ACROMEGALY



Pfizer and Trois Prime developed an innovative visit tool to sensitize the endocrinologists on the impact of comorbidities on patients' quality of life in Acromegaly.

We wanted to make the physician realize that they need to go deeper in patient's examination, and Augmented Reality helped us to achieve that.

The objective is to demonstrate the impact of an uncontrolled disorder on the quality of life by placing real patient's story at the center of the discussion.

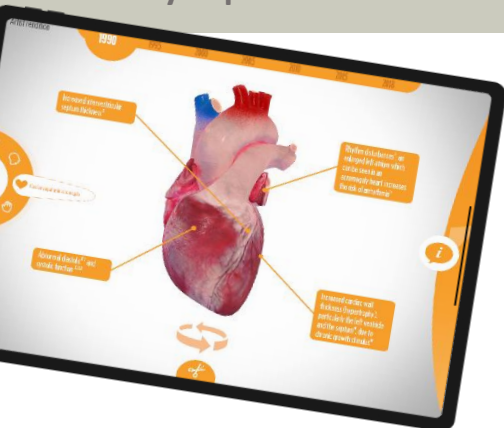


The kit is composed by a **real photobook**, and an iPad, that acts as a **revelator**

The first lecture of the photobook presents the physical aspect of the disease on the face and hands of Marc, the fictitious patient, **during 25 years**.

Then, they use the iPad to see what's behind the picture, for instance:

- **Daughter's birthday** - the patient was not able to eat cake due to uncontrolled diabetes
- **On the motorbike** - he had to sell it just after because of the impossibility to get an insurance due to sleep apnea
- **Family trip** - illustration of the difficulty to hike in the mountains



The reps can then switch to a medical education section of the app, featuring interactive and evolutive 3D models, to see the impact of the disease on the patient's organs throughout the years.

This piece is a perfect balance between **technology and emotional impact**, and allows the reps to have a broader discussion with the physician.

The biggest challenge was to get a **PAAB approval** for this tool, especially with the AR section. The solution received a good feedback from the specialists, some asked for a version to educate their patients.



Link to the capture: <https://tinyurl.com/2wmfccrf>