

Congress Booth Innovation for Biogen



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THE CHALLENGE:

Biogen, a biotechnology company traditionally known for its multiple sclerosis treatments, wanted to make improvements to its Medical Affairs booth for the 2018 American Academy of Neurology (AAN) Annual Meeting. At the 2017 meeting, the company presented medical content in the following multiple disease states in its booth: multiple sclerosis (MS), spinal muscular atrophy (SMA), and Alzheimer's disease (AD). However, the Biogen senior leadership team believed the booth to be too sterile, as it included a substantial amount of white space and appeared sparse to attendees. Additionally, the booth was too segmented between the MS, SMA, and AD disease states and did not effectively highlight the breadth of Biogen's capabilities in neuroscience.

Viscira was challenged to develop a fresh, innovative, and engaging booth solution for the 2018 AAN Annual Meeting demonstrating that Biogen is “all about the brain.” The goals and objectives were as follows:

- Create awareness that Biogen’s expertise includes more than just MS and that the company boasts a robust pipeline of drugs in the field of neuroscience
- Ensure the booth environment communicates a strong medical tone with a high-science and high-tech feel because HCPs visiting the booth would expect to have clinically grounded conversations
- Enable HCPs to gain a deeper awareness and understanding of the following three specific disease areas: neurodegeneration, acute neurology, and spinal muscular atrophy
- Motivate HCPs who manage patients with MS to reconsider their current treatment approaches and take action steps to help improve their patients’ outcomes

THE SOLUTION:

Viscira created a compelling blend of digital and interactive solutions that utilized innovative display mechanisms to garner attention and engage booth attendees. The overall booth design encouraged HCPs to engage in at least one of the following experiences within the booth: an augmented reality (AR) experience; an interactive multiscreen educational panel displaying the latest clinical trials information; a series of 3D mechanism of disease animations; and MS Patient Journey and MS Quality Care exhibits. These programs are described below in greater detail:

Augmented Reality Solution—“The Brain”

Utilizing the Microsoft HoloLens, the AR solution provided attendees with a three-dimensional, interactive experience that helped them to understand various disease pathologies under investigation in Biogen’s pipeline. The program was triggered via a large physical model of a brain and utilized a modular approach to storytelling to ensure the HCP had adequate time to engage with core content.

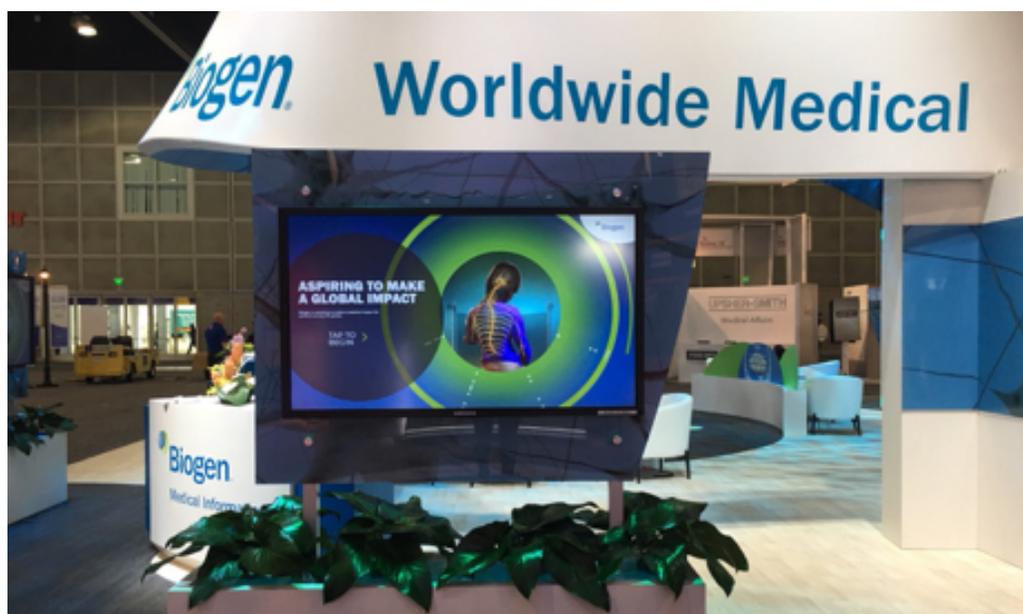
The visuals allowed booth attendees to examine the pathophysiology associated with Biogen’s areas of neurological and neurodegenerative disease research, including diseases related to AD, ALS, MS, pain, epilepsy, PSP, PD, and stroke.

By using this type of interactive solution, attendees were able to choose which disease area to delve into, further reinforcing Biogen’s breadth of treatment exploration into new neuroscience disease states.



Clinical Trials Program—An Interactive Deep Dive of Ongoing Clinical Trials Around the Globe

Viscira created a comprehensive, interactive multiscreen panel that allowed viewers to see the full scope and breadth of Biogen's active clinical trials and interact with and search the trial summary table in multiple ways (e.g., by disease state, by phase of clinical trial, and by study location). Users were then able to select individual trials in order to read more information and learn about trials happening nearby. The panel also included nine 3D Mechanism of Disease animations, which are described in further detail below.



3D Mechanism of Disease Animation Gallery

The nine 3D Mechanism of Disease (MOD) animations were shown as straight-play, high-resolution videos on individual monitors. They were designed to help HCPs better understand the mechanism of disease for various disease states in the areas of neurodegeneration, acute neurology, and spinal muscular atrophy. The videos were highly cinematic, scientifically realistic, and clinically sophisticated in design, all of which increased the overall visual impact of the gallery exhibit and the booth in general.

The MOD animations were created to serve as foundational assets for use across various medical affairs and pipeline program initiatives in the future. While the experience of viewing the MOD animations at the 2018 AAN conference was for educational purposes, the videos helped reinforce the richness of Biogen's product pipeline and the potential for future approvals.



EXHIBITS:

MS Patient Journey—An Exploration of Treatment Paths for MS Patients

MS Quality Care—Improving Patients' MS Care and Outcomes

The MS Patient Journey and MS Quality Care exhibits featured a combination of low-tech and high-tech, museum-like displays to motivate HCPs to take actionable steps to help improve outcomes for their patients living with MS. The MS Patient Journey exhibit included five swipe-able PDF chapters displayed on iPads with one additional iPad featuring an existing unbranded app used to evaluate MS patients' cognitive levels. The MS Quality Care program helped educate HCPs on how to improve the quality of MS care and more effectively ensure that people living with MS obtain better support and better outcomes.



THE RESULTS:

The solutions Viscira created were excellent examples of innovative design approaches to convention booths and exhibits. The attention-getting custom exhibit solutions for our client attracted a large number of attendees at the 2018 AAN meeting. Below is a comment from one of our very satisfied Biogen clients:

“Viscira was a terrific partner in helping us to create a medical booth for a critical congress that was highly engaging and informative. The Viscira team was very talented and included excellent account and project managers, creative designers, skilled developers and animators, and proficient medical writers. They brought our ideas for the medical booth design to life and transformed our content into beautiful, intuitive, and innovative interactives. Feedback from visitors to the booth was overwhelmingly positive.”

Alia Bucciarelli
Associate Director, Health Communication

Approximately 300 attendees participated in the AR experience over the conference period, which far exceeded the client’s expectations. Additionally, roughly 90% viewed all five areas of the AR experience—the full experience lasting approximately six minutes—and searched for deeper content within each area.