



Emotive Engagement

Building impactful and differentiating interactions with our stakeholders, putting patients at heart of the discussion.



Program Objective

Strengthen Biogen's brand reputation and differentiate from the competition by improving the quality of stakeholder discussions.

Connect with the emotional impact and burden patients experience and weave it into a cohesive, logical, and action-oriented story for HCPs to understand how Biogen products can support patients.



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

Situational Analysis

Colleagues are proficient with communicating the data and the logical, scientific aspects of our products. There is a natural bias towards the belief that the hard data will be enough to convince customers of the benefits and innovation behind our products.

Truly capturing the customer's attention involves conveying the human aspects of the patient experience with the disease including the impact on their lives, the emotions, and the burdens they face. Tapping into empathy and sharing it with our customers creates a stronger connection, trust, and a pathway into discussing how our products meet patient needs.

Colleagues required support with conveying the emotional impact and burden to patients.

Approach

- Built as a 4-part progressive, in-person or virtual workshop series.
- Went beyond the basics of how to tell a story.
- Focused on how to use emotion to make a story memorable, relevant, and actionable.
- Each workshop focused on 1 of the 4 key skills and included practice and connection with the other skills.
- Created the right balance between theory and practice.

1. Creating Empathy

working on patient perspective

2. Being Relevant

focusing on stakeholder perspective

4. Maintaining Structure

building a personalised, structured story

3. Igniting Action

finding the win-win-win across patients, HCPs and Biogen



Participant Feedback

"I am delighted with this emotive engagement program. I think this program supports execution excellence and is particularly relevant to enable us to pull through our brand strategy and vision."
— Global Marketing Director

"The exercises made me rethink and communicate differently with HCP's and colleagues."
— Program Participant

"Creative energy in the workshop"
— Program Participant

"More than just theory, the chance to practice this type of engagement"
— Program Participant

"Groupwork and the possibility of exchange with other functions to learn from one another"
— Program Participant

Evaluation & Conclusion

We evaluated the program impact and success based on the number of participants that enrolled, the number of requests from the different business groups, and the direct feedback from program participants and the trainers.

This program has also benefited stakeholders with their internal communications. The techniques from the program have helped to deliver more impactful presentations and to enable deeper discussions by providing a feel of "which means that", etc. Telling a story about the impact vs. just stating the numbers and data has provided more meaning and created a mindset shift for the organization.