



Shining a light on childhood illness

Awareness drives early diagnosis and treatment

Technology and services:

- Website redesign
- Educational multimedia campaign
- Digital advertising campaign
- In-office promotional materials
- Interactive philanthropic social campaign

Business need:

- Grow awareness of Central Precocious Puberty (CPP), a rare, underrecognized disease in which puberty starts too early in children
- Drive critical early CPP diagnosis, which is the key to successful treatment
- Increase patients seeking therapy, improve overall adherence to best treatment practices, and enhance patient outcomes.

Industry: Life sciences

Location: North America

SOLUTION:

- Unbranded digital-charity website – Every user action on the campaign site added “cookies” to a virtual cookie jar, contributing to a charitable donation
- In-office promotional materials – Children’s story books and online selling aids helped medical professionals enhance awareness and clearly articulate keys to successful treatment
- Fully functional CPP tracker application – Assists patients to quickly access information, schedule appointments, and administer prescribed treatment

RESULTS:

- Reached 100% of charitable donation goal in less than five months, far ahead of projections
- Greatly enhanced awareness and early treatment
- Fostered successful partnerships with key advocacy groups



About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients’ opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of € 17billion.

Learn more about us at

www.capgemini.com

Note: current conversion is €1 to \$1.09 (4/1/20)



The information contained herein is provided for general informational purposes only and does not create a professional or advisory relationship. It is provided without warranty or assurance of any kind.

People matter, results count.

© Copyright 2020 Capgemini America, Inc.