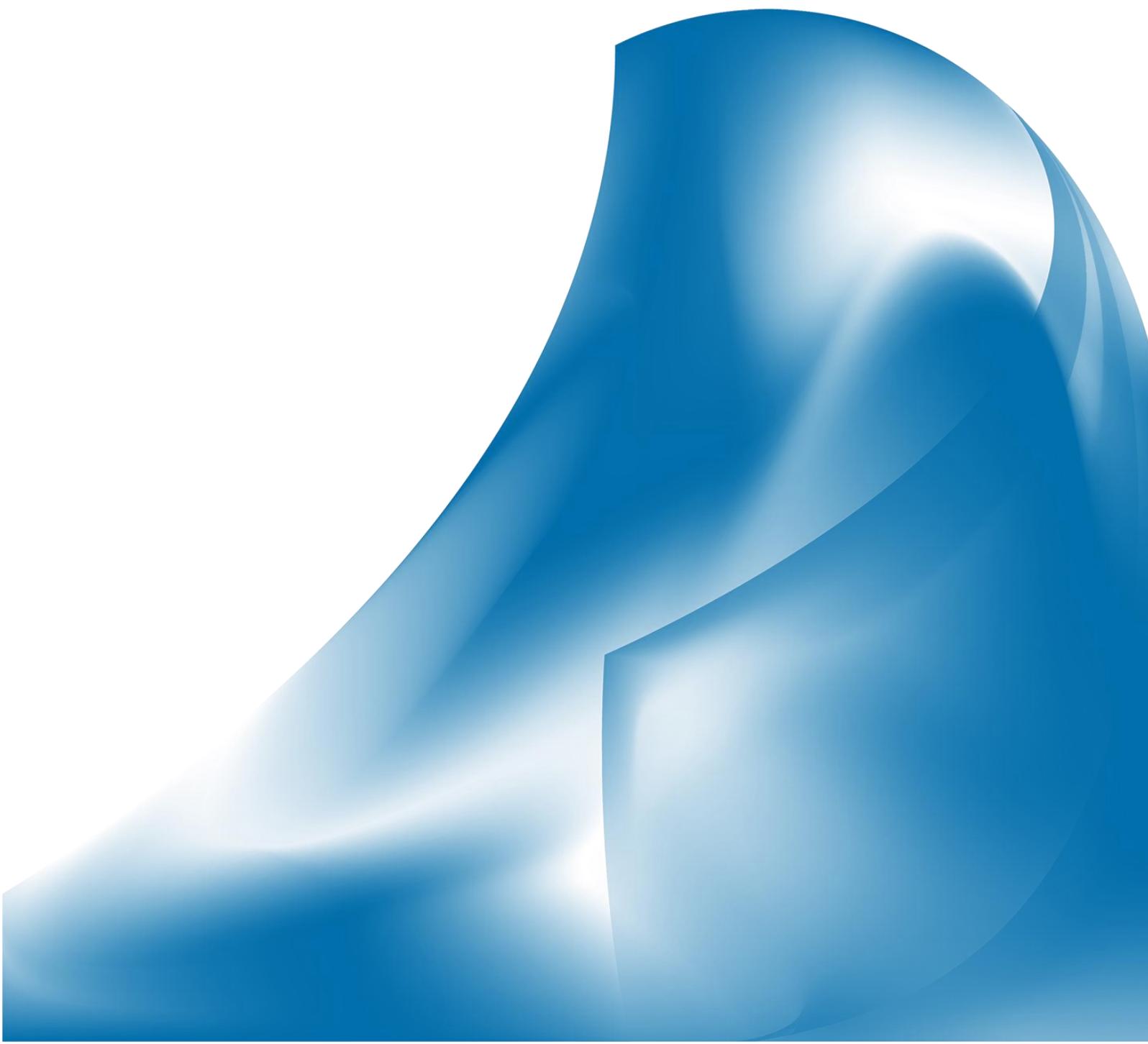


EMPOWERING PATIENTS  
TO CONTINUE  
TREATMENT FOR OAB





## THE CHALLENGE

Finding relief for OAB symptoms can be a long, frustrating journey. The majority of patients cycle through multiple oral medications without satisfactory results. 50% of patients discontinue treatment and many give up on treatment entirely. Patients are often not aware of other treatment options. Hence, patients tend to “settle” for just coping with their symptoms.

## OUR SOLUTION

Capgemini Invent approached this challenge by creating a multi-platform, unbranded campaign that was designed to engage, motivate, and educate OAB sufferers about their treatment options.

## THE IMPACT

Our solution proved successful in the following ways:

- Averaged 140,568 website visits per week
- Averaged 1,758 “Find a Specialist” searches per week
- Nearly 700 registrants in the CRM program
- 48% above average industry open rate for emails
- Double the average industry click-through rate

## ABOUT CAPGEMINI

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A global leader in consulting, technology services and digital transformation, Capgemini 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. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2016 global revenues of EUR 12.5 billion.

Learn more about us at [www.capgemini.com](http://www.capgemini.com)

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**People matter, results count.**