

Leading HS Medication Proves Pharma Can Create Engaging Custom Healthcare Podcast Content



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GOAL

Create ownable custom content for client to connect with HS patients and raise awareness of rare and often undiagnosed conditions through the power of audio storytelling

SOLUTION

iHM launched *Symptomatic*, a custom podcast that has just closed out season 3, in partnership with a leading HS medication brand, delivering medical-mystery profiles of real patients whose lives were thrown into chaos in search of a diagnosis of a baffling condition

RESULTS

1M

total downloads
in just one year
(2x branded podcast benchmark)

#2

across Apple
Documentary charts

92%

consumption rate
(61% over industry benchmark)

REAL HCP Reviews of Symptomatic

LB

Lauren Bright <laurenbright29@gmail.com>

To: Fixell, Ethan

Cc: Romano, Matt

I thought you two would appreciate this- came in as DM on Twitter yesterday:

Hi Ms. Pacheco, I'm a PGY-2 internal medicine resident at a community hospital. I am scheduled to present a HemeOnc case for educational purposes to my peers. I wanted to know if you would be okay for me to use Case #06: Antoinette for the presentation (with of course giving you and the Symptomatic Podcast credit)

Yesterday, 9:21 PM

We are taught medicine in one direction: pathophysiology -> clinical signs -> diagnosis -> treatment. Rarely - until we are practicing - do we get to go on the journey with patients, which is what you capture so well on your podcast. It's a perspective sorely lacking in medicine.

★★★★★

trichardk, 10/22/2022

Learned a lot

As a medical professional it was curious to follow along. HS is very unknown condition I. Hope others learn a lot.

★★★★★

pez1413, 10/31/2022

Interesting and informative

As an RN, I can attest to the fact that there are many patients who present diagnostic challenges to the medical community. This podcast does an excellent job presenting real life situations that puzzled medical professionals. It also demonstrates the importance of persistence in the absence of answers. Looking forward to listening to many more episodes of this podcast. Well done!

★★★★★

DaMusicClinic, 11/25/2022

Getting the word out about EDS!

I am a physical therapist in Southern California that specializes in the treatment of hEDS/HSD. I loved the story about Kyle. It's always shocking to me that no one picked up on the diagnosis earlier. The average time to diagnose is 10-14 years which is totally unacceptable. We are the only clinic specializing in this syndrome on the entire west coast of the US. Our info can be found in the Ehlers Danlos Society web page under the directory. For all of the EDS patients out there. You all are warriors. Please continue to spread awareness 💜💜💜💜

