



Successful case study of a Facebook community to support patients



The situation

A leading pharmaceutical company wanted to inform the public about stroke risk factors and offer support for patients that have been victims of strokes and their family and friends.



The approach

The Company created a Facebook Page in partnership with multiple patient association with the following objectives:

- Inform
- Build awareness
- Give advice
- Share experiences



The result

This community counts today
more about 59K followers