

Accelerating Innovative Medicine

A Strategy to Bring Patients,
Physicians, Advocates and
Stakeholders Together to Drive
Product Success



We Augment the Power of Clinical Evidence by Creating an Informed and Eager Marketplace



Advances in science are bringing more treatments into development than ever before. Yet, the pharma industry is facing increasing scrutiny. In this environment, product adoption isn't just about clinical evidence.

Success now hinges on building support and mobilizing action from a broad set of stakeholders.

High Lantern Group has developed a proven playbook for medical innovators that mobilizes stakeholders to build public trust and enduring alliances, shaping the market environment in ways that enable product success and maintain competitive advantage.

Stakeholder Engagement Creates Innovator Strength



FROM:

Delayed product uptake

Without early stakeholder engagement, products can face skepticism or confusion, stalling adoption.

Weakened competitive position

Low stakeholder engagement leads to treatment adherence problems by creating gaps in communication and failing to address individual barriers.

Regulatory or reimbursement setbacks

Without clear and credible positioning, misinformation or negative perceptions can undermine stakeholder confidence.

TO:

Accelerated market adoption

Stakeholders are ready to act at launch, driving quicker uptake and higher sales.

Stronger competitive position

Stakeholder engagement can increase medication adherence by fostering trust and aligning treatment plans with patients' needs and values.

Receptive regulators and payers

Proactive communication builds trust or prepares you to swiftly counter misinformation or challenges.

Our Playbook to Accelerate Pharma Innovation

Understand the Landscape

We analyze stakeholder perspectives, market dynamics, and competitive contexts to pinpoint precisely where and how your messaging will have the greatest impact.



Create the Narrative

We develop clear and persuasive narratives about your products, people, ideas, and organization, ensuring stakeholders fully understand the value and differentiation of your innovations.



Build Partnerships

We identify and align with respected voices and influential groups that can credibly amplify your messaging, enhancing reach and impact.



Mobilize Stakeholders

We engage and activate key audiences—patients, providers, regulators, payers, trusted community leaders—to ensure your narrative resonates with those who shape market decisions. And we build coalitions to support the mobilization.



Examples of Our Work

FOCUS: Dermatology

OUTCOME: Expanded market opportunity

Secured recognition from the World Health Organization of skin care as essential to healthy aging which expanded the dermatology treatment market by mobilizing a global network of public health experts and physicians.

FOCUS: Alzheimer's

OUTCOME: FDA approval

Mobilized a patient community to demand FDA approval, preparing advocates to participate in an advisory committee meeting, of a new medication to treat behavioral symptoms of Alzheimer's.

FOCUS: Spinal Cord Injury

OUTCOME: Clear regulatory guidance

United a fractured, unorganized set of patient advocates to present to the FDA an aligned view of regulatory outcomes and clinical trial endpoints.

FOCUS: Mental Health

OUTCOME: Increased access

Built a coalition of employers to prioritize access to mental health treatments and services.

FOCUS: Rare Kidney Disease

OUTCOME: Shortened time to market

Created a patient-led campaign to drive clinical trial enrollment and accelerate product time to market.

FOCUS: Cardiovascular Disease

OUTCOME: Increased medication adherence

Built a city-wide public awareness campaign, engaging by trusted, non-medical, community leaders, to add urgency to treat high cholesterol.



Your Next Breakthrough Deserves a Strategic Partner

Let's work together to turn
your vision into action and
deliver measurable impact
where it matters most.

