



CLIENT WORK CASE STORY



+ **FORWARD**
The National Databank for Rheumatic Diseases



FORWARD (previously known as as the National Databank for Rheumatic Diseases, or simply “NDB” within industry) is the largest patient-reported research Databank for rheumatic disorders in the United States. As its name implies, FORWARD exists to advance research and discovery in Rheumatology with a strong track record of important research publications and major interests in treatment, social medicine, work disability, and the social consequences of illness.

Growth and attrition are challenges for any patient registry, and FORWARD is no different. This reality, combined with the economics of operating a not-for-profit research organization and an increasingly competitive (and, in some cases, profit-driven) landscape has forced the organization to take a critical look at how it can advance its business objectives without compromising its core mission and values. FORWARD’s emphasis on human connections and deep insights brought them together with LIFT, where the partnership has strived to grow its Databank, brand, and impact.

LIFT leveraged the insights we uncovered through research with Rheumatoid Arthritis patients as well as internal and external stakeholders (research, physicians, pharma, etc.) to design patient education, messaging, and content in virtually every project undertaken with FORWARD. Since engaging LIFT, FORWARD has built up substantial strategic velocity in the arenas of site recruitment and participant activation. Furthermore, within our first year of engagement, numerous high-value conversations with industry partners (pharma) advanced and uncovered substantial opportunities for funded research, collaboration, and partnership.

WORK PERFORMED

- + Stakeholder Insights
- + Brand Exploration and Architecture
- + Consumer Education Content & Design (Digital and Traditional)
- + Multi-Stakeholder Collateral Content & Design
- + Custom Design Thinking Workshop Development & Facilitation
- + Other Design Work As Directed

STRATEGIC APPLICATIONS

- + Brand Marketing
- + Recruitment (Sites and Patients)
- + Patient Education & Empowerment
- + Internal and External Stakeholder (Non-Patient) Support
- + Other Imperatives As Communicated



WORK SAMPLES

Insights-Driven Brand and Messaging Development

Designing a Fresh & Empathic Identity for a Legacy Advocacy Organization

LIFT initially partnered with The National Databank of Rheumatic Disease as part of a pharma-sponsored Burden of Disease (BoD) post-marketing study, before rebranding the Databank as FORWARD. Together with LIFT, FORWARD engaged the RA industry (pharma) with an ethnographic research, competitive analysis, and design thinking workshops that ultimately helped to shape a renewed brand identity for the lang-standing organization that demonstrates the value of human-centered research and champions its stakeholders' commitment to pursuit of patient understanding and (ultimately) a cure for RA and other rheumatic diseases.

BRAND IDENTITY PACKAGE



VALUES

- Patient-centric
- Advancing research
- Integrity
- No stone unturned
- Listening
- Empathy
- Scientific rigor
- Service excellence

BRAND

PERSONALITY

- + Expert
- + Authentic
- + Empathic
- + Hopeful
- + Empowering
- + Invested

MANIFESTO

We advance scientific research and discovery in Rheumatology and beyond through meaningful human connections, enabling groundbreaking treatments and therapies that defy the odds and rejuvenate lives. We are relentless in searching for answers that others cannot find, armed with our empathy, our compassion, and our boundless curiosity. We seek to grow our collective knowledge base by learning from the past to understand the future, drawing unparalleled insight from the tapestry of life's journey. Innovation distinguishes us as a pioneer and a leader in our field, as we continue to reach beyond the boundaries of what's comfortable or possible, and strive towards a cure. We are fueling the next generation of researchers and specialists and providing hope that one day, we can enjoy a life free of pain. We are FORWARD—THE NATIONAL DATABANK FOR RHEUMATIC DISEASES, the largest ongoing study of patients with rheumatic and musculoskeletal diseases in the world. Join us, and TOGETHER, WE CAN MOVE FORWARD.

VISION

To live free of pain.

MISSION

We advance research and discovery in Rheumatology and beyond through human connection and deep insight.

DISEASES



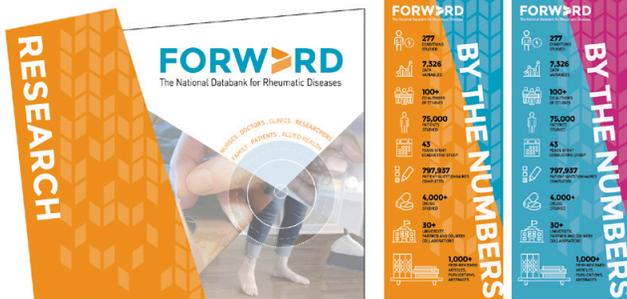
ORGANIZATIONS



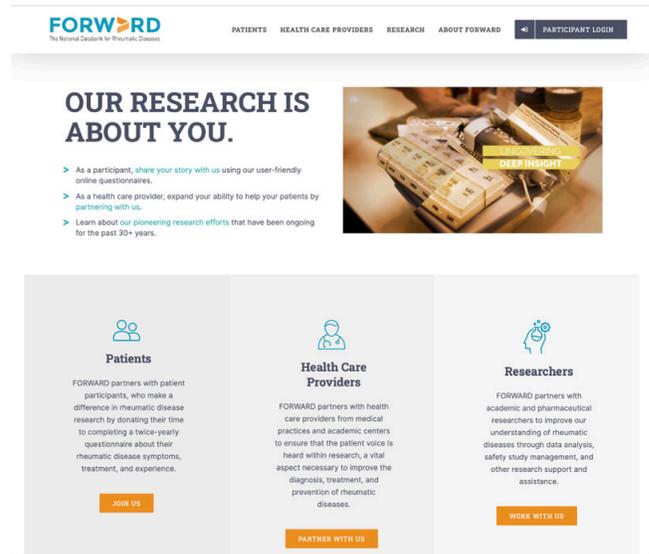
BRAND STATIONERY



CUSTOM TRADE SHOW BOOTH



WEB SITE



CUSTOM STAKEHOLDER CONTENT



JOIN A LONG-TERM RESEARCH PROJECT

FORWARD – THE NATIONAL DATABASE FOR RHEUMATIC DISEASES IS A NON-PROFIT ORGANIZATION THAT WORKS TO ADVANCE RESEARCH AND DISCOVERY IN RHEUMATOLOGY AND BEYOND THROUGH HUMAN CONNECTIONS AND DEEP INSIGHT.

Our research advances knowledge about the causes, costs, treatments, and results of treatments related to rheumatic conditions.

Every six months, more than 10,000 people contribute to this important research. They do this by volunteering approximately an hour of their time to answer questions about their conditions and how it affects their lives.

If you have arthritis, lupus, muscle or back problems, immune disorders, or any condition treated by a rheumatologist or joint specialist, you can help improve the treatment and outcomes of these conditions.

QUESTIONNAIRES CAN BE COMPLETED ONLINE, OVER THE PHONE, OR BY MAIL.

1,000+
REVIEWED
ARTICLES,
PUBLICATIONS,
ABSTRACTS

75,000
PATIENTS
STUDIED

4,000+
TYPES OF
DRUGS STUDIED

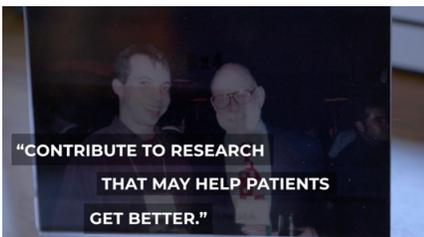
QUESTIONS ABOUT FORWARD'S RESEARCH

➤ WHY SHOULD I PARTICIPATE?
Our participants want to get off the sidelines and actively contribute to medical research, helping fellow patients, doctors, and researchers better understand rheumatic diseases and the challenges that those with these conditions face. We are stronger together!

➤ HOW OFTEN WILL I GET A QUESTIONNAIRE?
Every six months, participants will receive a quarterly magazine free-of-charge. These magazines contain amazing profiles from patients who want to share their personal journey, research that is powered by your participation, and helpful tips on finding ways to live your best life now!

➤ WHAT WILL THIS COST ME?
Approximately \$1 to \$3 (instead of your time every six months and that's it!) Even if you prefer to send in your questionnaire via the mail, postage is already paid for by Forward.

➤ HOW TO ENROLL IN FORWARD RESEARCH:
Complete the consent form that your doctor has given you, and keep a copy for yourself. This form provides you with all the technical details about the research and tells you whom to contact if you have questions. After we receive your form we'll contact you about additional enrollment details.



Content-Driven Education and Activation

Omnichannel Content & Marketing for Care Sites and Study Participants

Lift has leveraged the insights we uncovered through research with Rheumatoid Arthritis patients as well as research we have conducted with industry, clinical, and advocacy stakeholders to design effective creative, messaging, and content in virtually every project undertaken with FORWARD.

From quarterly study participant publications (top) that educate and empower patient participants, to a comprehensive site recruitment program (middle), to custom documentary filmmaking (bottom) intended to tell the FORWARD value story through distinct stakeholder lenses, LIFT has applied what we have learned about the RA patient community and its varied stakeholder groups to all messaging and marketing efforts initiated by FORWARD.



THANK YOU

Our mission is your mission.

To UNDERSTAND the community you serve through a lens of human centeredness.

To THINK about and maximize the impact your strategy can have on business goals as well as consumer competency, well-being, and community health.

To IMPACT positive financial, clinical, and strategic outcomes while educating and nurturing a more competent and loyal community of healthcare consumers.



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