

## Empowering Healthcare Professionals in Rare Disease Awareness through the Hidoc Dr. Platform: A Case Study on Hunter Syndrome Campaign

Asma Shaikh, Dr. Sonali Gholap, Varun Gadia, Arina Mullick

### Affiliation Details:

**Author 1 - Asma Shaikh**

**Designation - Medical Content Team Lead**

**Institution/ company - Infedis Infotech LLP**

**Email Id - asmashaikh@hidoc.co**

**Address - Infedis Infotech LLP Office 108, Suyog Center, Gultekdi, Pune- 411 037**

**Author 2 – Dr. Sonali Gholap**

**Designation – Medical content writer**

**Institution/ Company - Infedis Infotech LLP**

**Email Id - sonaligholap@hidoc.co**

**Address - Infedis Infotech LLP Office 108, Suyog Center, Gultekdi, Pune- 411 037**

**Author 3 – Arina Mullick**

**Designation – Medical Content Lead**

**Institution/ Company - Infedis Infotech LLP**

**Email Id - sarinamullick@hidoc.co**

**Address - Infedis Infotech LLP Office 108, Suyog Center, Gultekdi, Pune- 411 037**

**Author 4 – Varun Gadia**

**Designation – Chief Operating Officer**

**Institution/ Company - Infedis Infotech LLP**

**Email Id - varun@hidoc.co**

**Address - Infedis Infotech LLP Office 108, Suyog Center, Gultekdi, Pune- 411 037**

**Abstract:**

Hunter Syndrome, or Mucopolysaccharidosis II (MPSII), is a rare, progressive metabolic disorder caused by a deficiency in the enzyme iduronate-2-sulfatase, affecting approximately 0.69 to 1.19 per 100,000 live births. Timely diagnosis and intervention, particularly through Enzyme Replacement Therapy (ERT), are crucial for enhancing patient outcomes. This case study examines a digital campaign that utilized the Hidoc Dr. platform to increase disease awareness and educate healthcare professionals (HCPs) in India, with a focus on pediatricians, ENT specialists, and geneticists. Through a coordinated omnichannel approach—including apps, websites, webinars, email, and telecalling—the campaign achieved notable engagement metrics, surpassing its initial goals with 23,371 HCPs reached, 24,562 impressions, and a click-through rate (CTR) of 5%. These results demonstrate the effectiveness of digital engagement in educating HCPs on rare diseases like Hunter Syndrome, ultimately aiding early detection and management.

**Keywords:**

Hunter Syndrome, MPSII, rare disease awareness, healthcare professionals, digital engagement, Hidoc Dr. platform, Enzyme Replacement Therapy, early diagnosis, HCP education, omnichannel marketing

**Introduction**

Hunter syndrome, or Mucopolysaccharidosis II (MPSII), is a rare and chronic metabolic disorder caused by a deficiency in the lysosomal enzyme iduronate-2-sulfatase. (1) Affecting approximately 0.69 to 1.19 per 100,000 live births, this progressive disease requires timely diagnosis and intervention for improved patient outcomes. Enzyme Replacement Therapy (ERT) has shown promise in enhancing survival rates and physical health when treatment is started early. Recognizing the importance of educating healthcare professionals (HCPs) on Hunter syndrome, a recent campaign leveraged the Hidoc Dr. platform to drive awareness and provide valuable resources to HCPs.

**Campaign Objectives and Approach**

The campaign aimed to engage healthcare professionals across India, especially those specializing in pediatrics, ENT, and genetics, with a target of 20,926 engagements through a dedicated Hunter syndrome website. Additionally, the campaign sought to generate 200 verified leads over its course, with monthly goals set for sustainable growth in awareness and interaction. To enhance HCP knowledge, two webinars were organized to provide deep insights into Hunter syndrome, with a goal of securing 1,200 registrations and achieving over 3,000 views collectively.

By utilizing Hidoc Dr.'s comprehensive digital engagement platform, the campaign implemented an omnichannel approach to ensure maximum reach. Platforms included Hidoc Dr. apps, websites, emails, SMS, webinars, and telecalling services, all aimed at driving traffic to the dedicated Hunter syndrome resource website. Ads were displayed through strategically placed banners, scrollers, stories, and emails to further enhance visibility.

## Key Metrics and Achievements

The campaign's outreach via the Hidoc Dr. platform delivered strong results:

- **HCP Reach:** Successfully reached over 23,371 healthcare professionals from March to April 2024.
- **Total Impressions:** Garnered 24,562 impressions, indicating robust visibility within the healthcare community.
- **Engagement:** Secured 1,333 interactions, highlighting the relevance and effectiveness of the educational content provided.
- **Click-Through Rate (CTR):** Achieved a CTR of 5%, reflecting significant interest and engagement among HCPs.

## Methodology and Results

By leveraging Hidoc Dr.'s digital platform, the campaign delivered science-based and timely content on Hunter syndrome through a well-coordinated strategy. Pre- and post-marketing efforts ensured high levels of participation in the webinars and amplified the impact of educational resources on the Hunter syndrome website. An early event held in partnership with the Indian Society of Inborn Errors of Metabolism further broadened the reach, securing 46,013 views, 46,052 impressions, and 1,676 clicks, indicating substantial interest in rare disease management among HCPs.

## Conclusion

The Hunter syndrome awareness campaign underscores the value of using digital platforms like Hidoc Dr. to reach healthcare professionals with critical, disease-focused education.(2) Through this campaign, HCPs were better equipped with knowledge and resources for the early detection and treatment of Hunter syndrome, contributing to improved patient outcomes in rare disease care

## References:

1. Hashmi MS, Gupta V. Mucopolysaccharidosis Type II. [Updated 2023 Jul 25]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2024 Jan-. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK560829/>
2. Haritha, C. K., Shaikh, A., Gadia, V., & Mulla, A. (2024). Empowering healthcare professionals: A closer look at Hidoc Dr user experience. International Journal of All Research Education and Scientific Methods (IJARESME), 12(1), 267. Available online at: [www.ijaresm.com](http://www.ijaresm.com)