



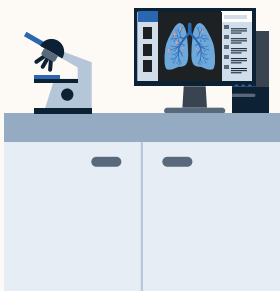
LinkedIn

4 Examples of

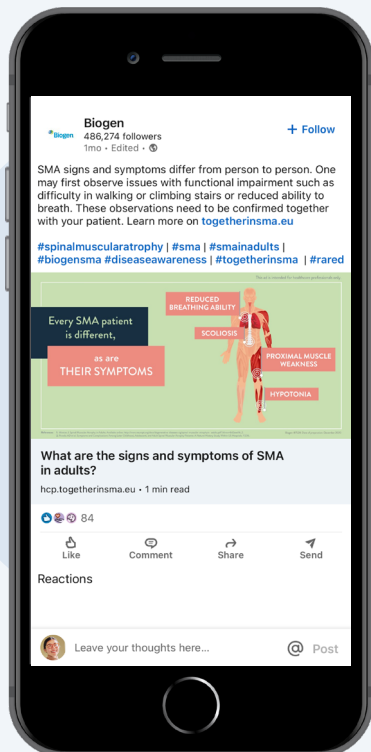
Educational Disease Awareness Content for LinkedIn



Pharmaceutical brands are earning customers' trust and loyalty by providing high-value, unbranded educational content on disease states on LinkedIn. We've compiled examples of what success looks like on our platform when it comes to helping your customers feel supported by providing them with the important information they need.



01. Teach people about disease signs and symptoms to look out for



Biogen

Biogen talks about the range of symptoms patients of spinal muscular atrophy have, and on the landing page, provides information on diagnosis and testing, care options and lessons from caregivers.



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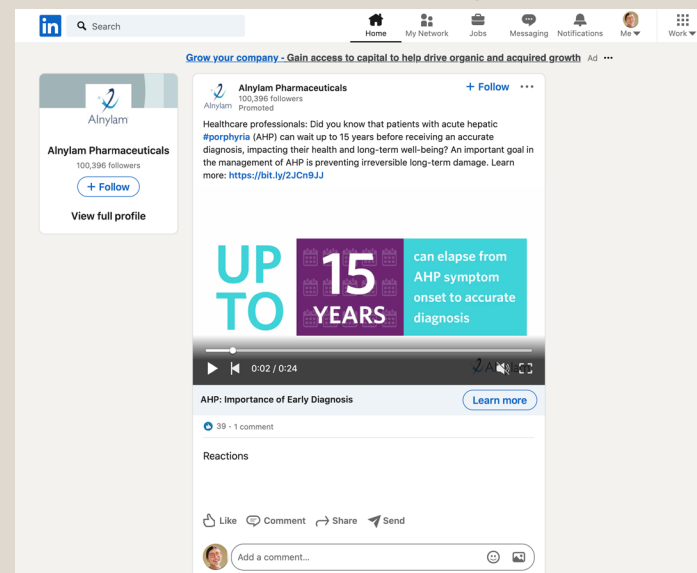


Alnylam Pharmaceuticals

And for harder-to-detect diseases such as acute hepatic porphyria, raise awareness about the importance of an early diagnosis, as Alnylam Pharmaceuticals does in this motion graphic and on their landing page, which has plenty of resources for individuals and healthcare professionals.



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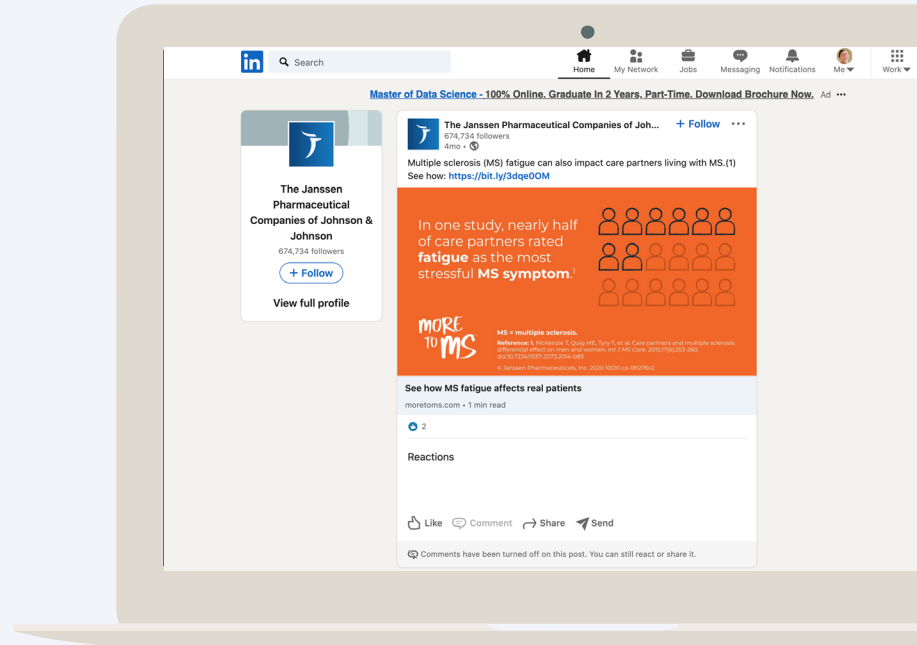
02. Help caregivers better understand the disease and provide better care

Janssen Pharmaceuticals

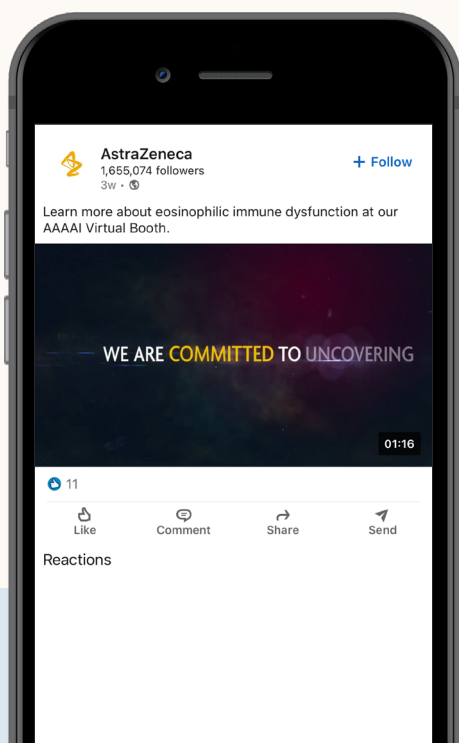
Janssen Pharmaceuticals talks about MS fatigue, and on their hub More to MS, they provide a deep dive on this specific symptom, why it occurs and how to manage it.



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03. Promote your virtual event on your research about the disease state



AstraZeneca

AstraZeneca shares a short video to promote their virtual event for healthcare providers, where they talk about their latest research on eosinophilic immune dysfunction.



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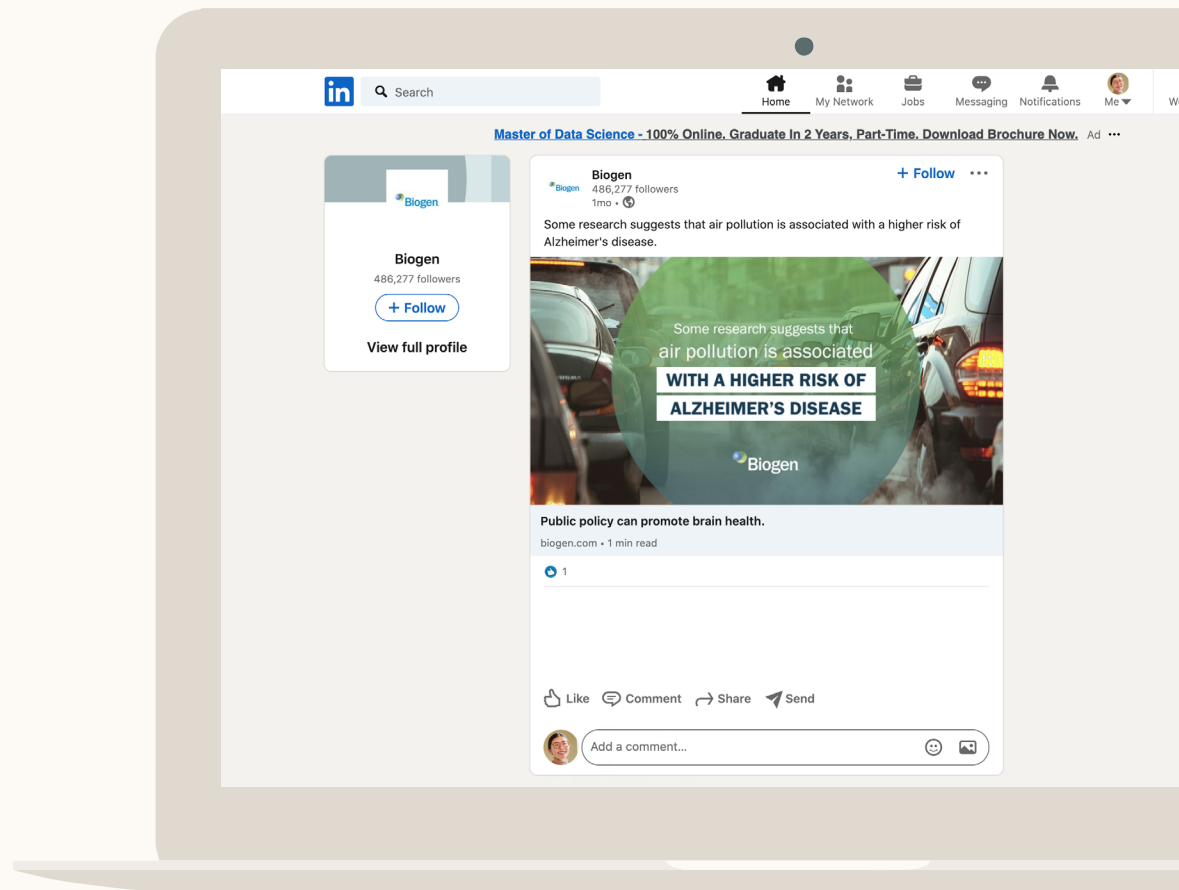
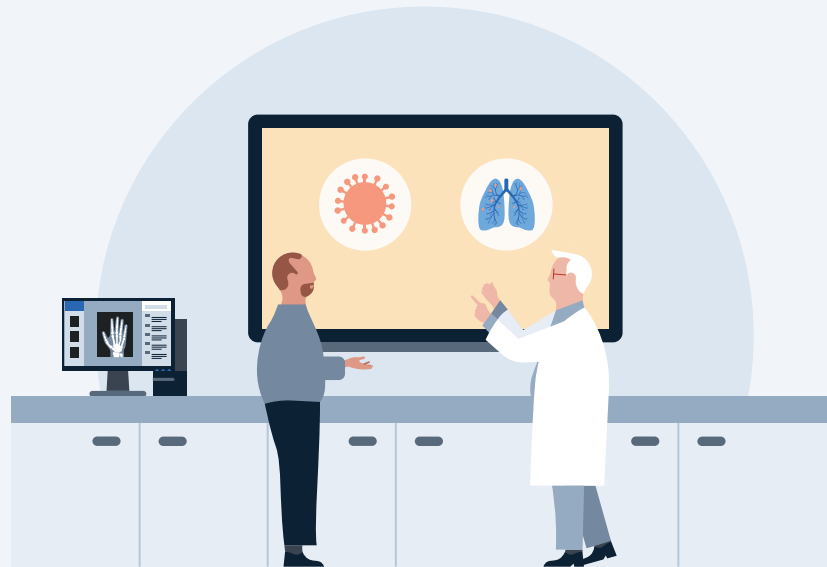
04. Talk about how policy changes can produce better health outcomes for the public

Biogen

Biogen shares research from medical journal Lancet about how [certain environmental factors](#), such as air pollution, may be associated with a higher risk of [developing Alzheimer's Disease](#) and calls for smart policy solutions to alleviate risks.



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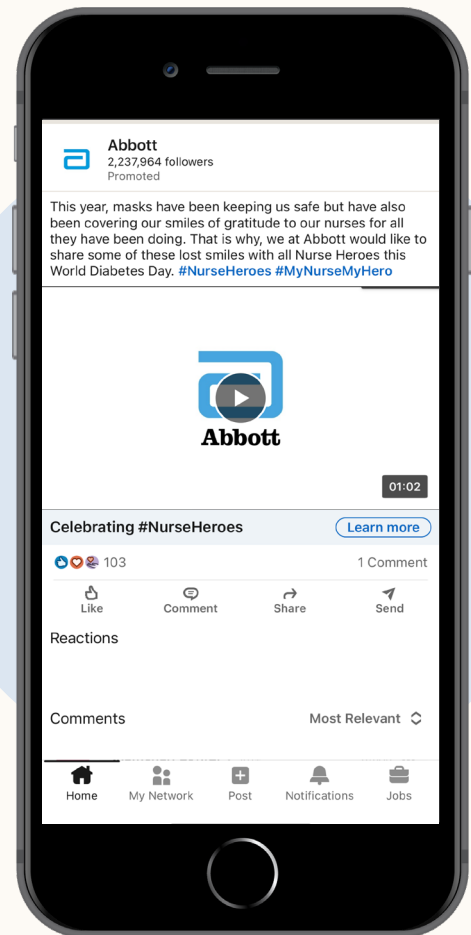
05. Celebrate frontline workers and their role in helping patients manage their diseases

Abbott

Abbott takes a moment to [celebrate nurses on World Diabetes Day](#) and all they do to keep people healthy.



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Speak to your LinkedIn representative to learn more about how to optimize your COVID-19 strategy on the platform, or check out the [LinkedIn Healthcare Hub](#).