

Problem

The recommended use of certain generic medications is a proven strategy for preventing or delaying the progression of chronic kidney disease (CKD). Despite clear evidence that ACE Inhibitors significantly reduce cardiovascular events and mortality in patients with moderate (stage 3) CKD, many patients—and even some healthcare providers—were unaware of these benefits. The underutilization of these medications underscored the need to motivate patients to discuss such generic medications with their physicians.

Strategy

Academic researchers tested whether RxBalance ad-style messages could prompt patients to engage in conversations with their healthcare providers about starting cost-effective, guideline-endorsed ACE inhibitors to help manage their CKD. The study also surveyed physicians at Stanford Health Care to gather their responses to the concise and creative nature of the messaging approach.

Creative Solution

The RxBalance team developed multiple creative ad concepts to convey this core message to patients with moderate CKD: “ACE inhibitors have been proven to protect kidney function in patients like you. Talk to your healthcare provider about whether taking an ACE inhibitor may help protect your health.” Our creative team explored various approaches, including relatable human experiences, use of positive or relevant symbols or metaphors, and fear of consequences of not taking medicines that could protect their health.



Results

Both patients and providers responded favorably to these ads, particularly because the messages were grounded in credible evidence and co-developed with physicians rather than tainted by pharmaceutical company bias. Focus group and survey findings, ultimately published in a clinical study, co-authored by RxBalance Founder, Lydia Green, revealed three critical insights:

1. Patients who viewed the ads reported a heightened sense of responsibility to initiate conversations with their healthcare providers.
2. Everyday metaphors made the messages more relatable and impactful for patients, enhancing their engagement.
3. Providers view an ad-style approach favorably when it is rooted in credible evidence and facilitates the patient-physician relationship.

The following comments collected during the study highlight the impact of the RxBalance ads.

Patient:

“The next doctor’s visit...I would say, Hey doc. What do you think about my kidneys?...[These ads] would make me ask questions ”

Physician:

“I think these informational materials would help my work with patients. It’s just enough information and good background ”

Tap into our Medical Advertising Expertise

If you’re a researcher or clinician with a healthcare or treatment focus, we’d love to collaborate with you. RxBalance can help extend the reach and impact of your research, insights, and healthcare policy work. Let’s explore how we can amplify your message together.

Let’s Work Together

