

MEDIACOM



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Osteoscan is the world's first online diagnostic tool that helps to detect Osteoarthritis from people's own home.

Challenge

Within the pain category, Osteoarthritis is the most common chronic disease among our target audience of adults aged 45+, usually affecting the knee joint.

However, across Russia there are just 37 doctors for every 10,000 people, and the problem is that it's particularly acute in Russia's more remote regions, meaning people struggle to get timely diagnosis.

Idea

We collaborated with The Medical Research Center of Moscow State University and used their data and knowledge to build a unique solution that allowed people to diagnose Osteoarthritis from their own home.

The resulting tool also helped users identify the best treatments, as well as providing advice on how to minimise their pain via lifestyle changes.

Results

Our tool provided a diagnosis for over 77m Russians.

Sales of Voltaren skyrocketed by 25%.

AWARD WINNING