

Case Studies

We're proud of the award-winning work we get to do every day, partnering with leading health companies and organizations around the world.

Multiple dropdown filter

All
FILTER
Expertise —
Services +
CLEAR X

- Life Sciences
- Public Health
- Federal Government

EXPERTISE GOES HERE



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PUBLIC HEALTH



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...
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Pagination component



“JPA is on it” – That’s all I need to hear, and I sleep well at night. Critical, proactive thinking, fast responses, high-quality work, friendly and professional team. It’s what I value at JPA and why they’re my agency-of-choice.

Client testimonials

Adam Hansard, CCO, Applied Therapeutics



Leading the AI Revolution in Drug Innovation

Related Expertise
[Tag.item.1](#), [Tag.item.2](#)

Related Services
[Tag.item.1](#), [Tag.item.2](#), [Tag.item.3](#)



Required: Main image
16:9 - Place static image or video here



113.3K

Social media impressions

136.8MM

Unique media page visitors in 4 months

6.6K

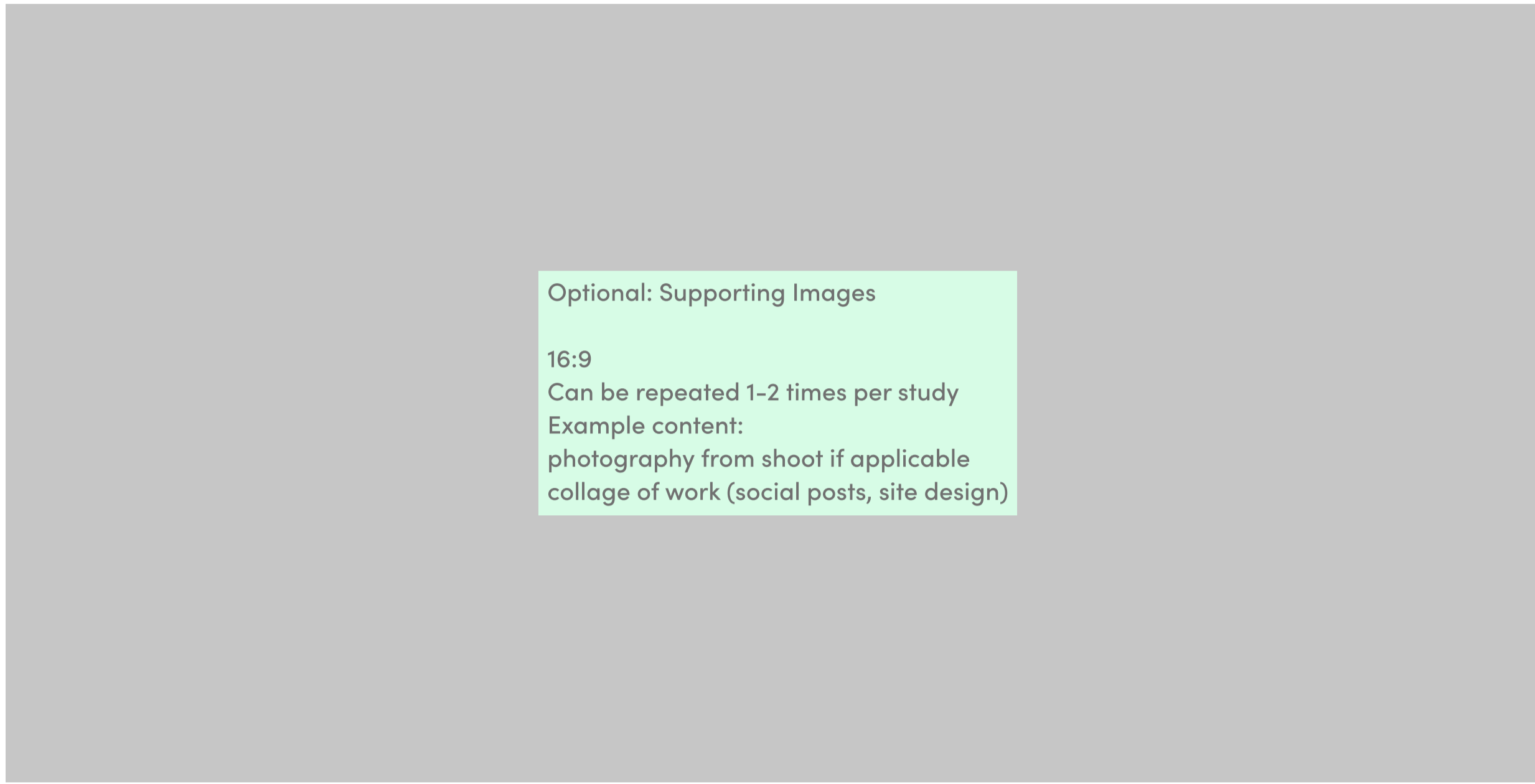
Social media engagements

Optional: Counter
Always placed below main image
Always has three metrics which can (but not required) follow these categories: reach, engagement, conversion

The Situation

AI-enabled drug discovery pioneer, BenevolentAI, was on the cusp of becoming a publicly listed company on the EUROnext. Our objective: Clearly communicate their unique offering to key stakeholders and significantly increase their visibility in the business and trade media. Specifically—tell the story of Benevolent AI’s crucial role in the future of human health in a compelling and timely way.

How could we persuasively position BenevolentAI as the game changer in unlocking complex disease biology to develop potentially life-saving drugs?

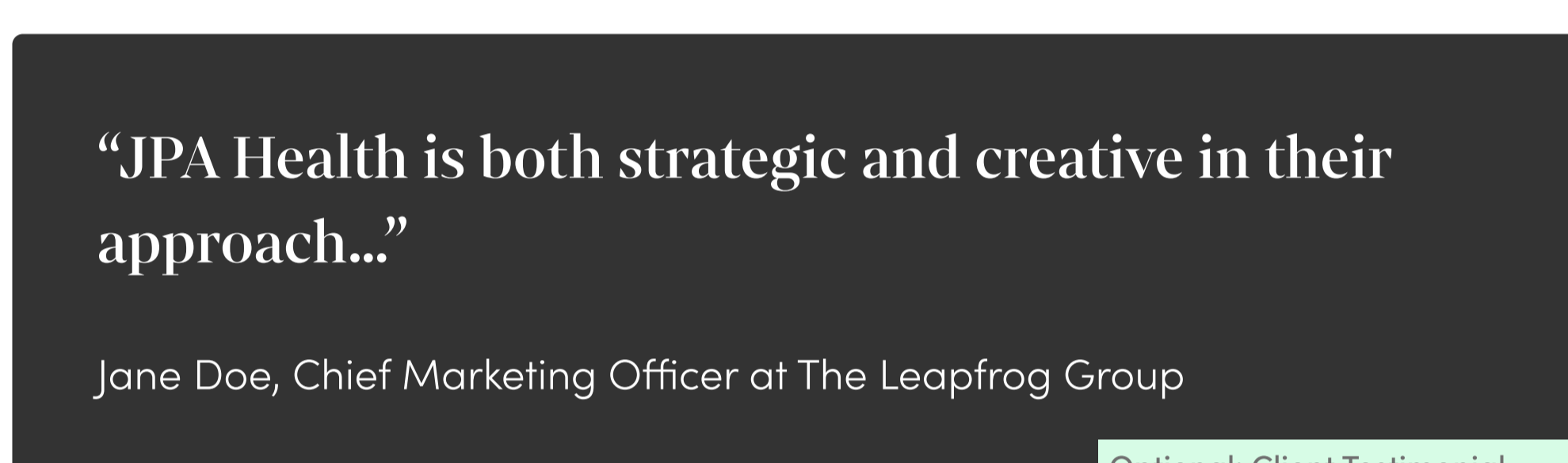


Optional: Supporting Images
16:9
Can be repeated 1-2 times per study
Example content:
photography from shoot if applicable
collage of work (social posts, site design)

Our Key Insight

Speed and precision can be equally important when discovering new drugs for complex diseases. In January of 2020, scientists at Benevolent AI harnessed the power of AI to pinpoint an effective treatment for COVID-19—in just four days. That drug, baricitinib—originally used to treat rheumatoid arthritis—is now shown to significantly reduce deaths from COVID-19.

Scientists and venture capitalists alike believe the pandemic is just the beginning of AI-enabled drug discovery. And that, if this same technology and urgency were applied to other drug discoveries, it could change millions of peoples’ lives. BenevolentAI is uniquely positioned to do just that.



“JPA Health is both strategic and creative in their approach...”

Jane Doe, Chief Marketing Officer at The Leapfrog Group

Optional: Client Testimonial
Can show just one example, or be a carousel to show more

The Solution

A versatile communications strategy that positioned BenevolentAI as a key leader in AI drug discovery technology. Ahead of their listing, we delivered a steady drumbeat of news stories. We strategically leveraged the scientific debate about the reliability of AI drug discovery, while ensuring all the coverage was positive. Through multiple media sell-ins, we also increased their coverage in key media outlets: The Financial Times, STAT, the PharmaLetter, and FierceBiotech.

Partnering with AstraZeneca, we crafted educational content about complex diseases with limited treatment options. This helped to highlight the serious unmet need for faster, more effective drug discoveries. Lastly, we implemented a thought leadership program. By sparking authentic conversations and connections, we helped humanize this AI company as they went public.



The Change We Championed

We radically increased BenevolentAI’s visibility before becoming a publicly listed company. The news articles they were featured in saw 136.8 million unique visitors in just four months. And their social media and blog posts exceeded 6.6K engagements and 113.3K impressions.

By creating a thought leadership program, we ensured this innovative AI technology company can continue to embrace honest conversations between those who matter most: Patients, scientists, doctors, and advocates. Humans.



Optional: Gallery
Content examples: Social post designs, Posters, postcards, mockups
“Show more” button for any galleries with more than 3-4 examples

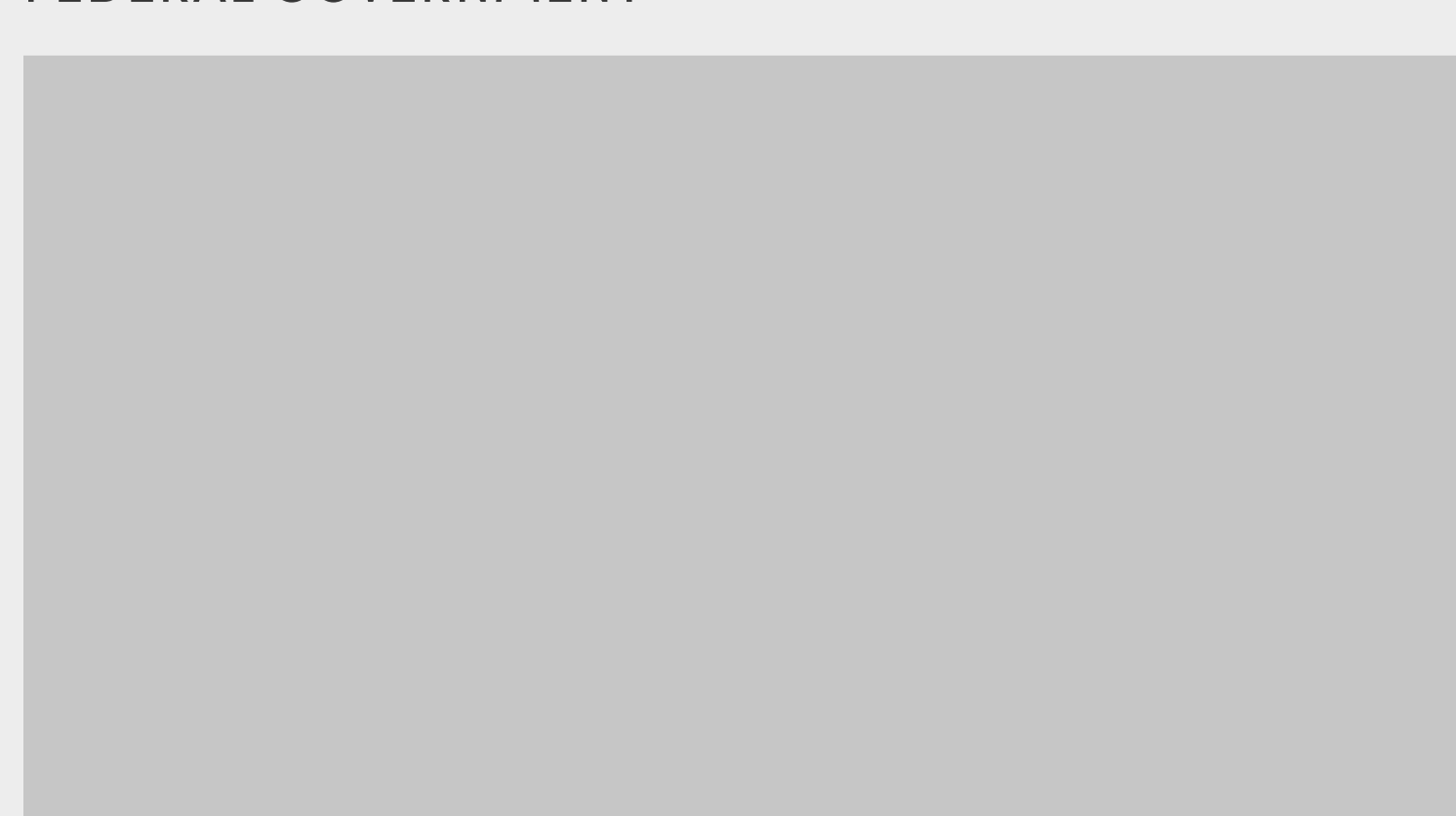
+ Show more

Related Work

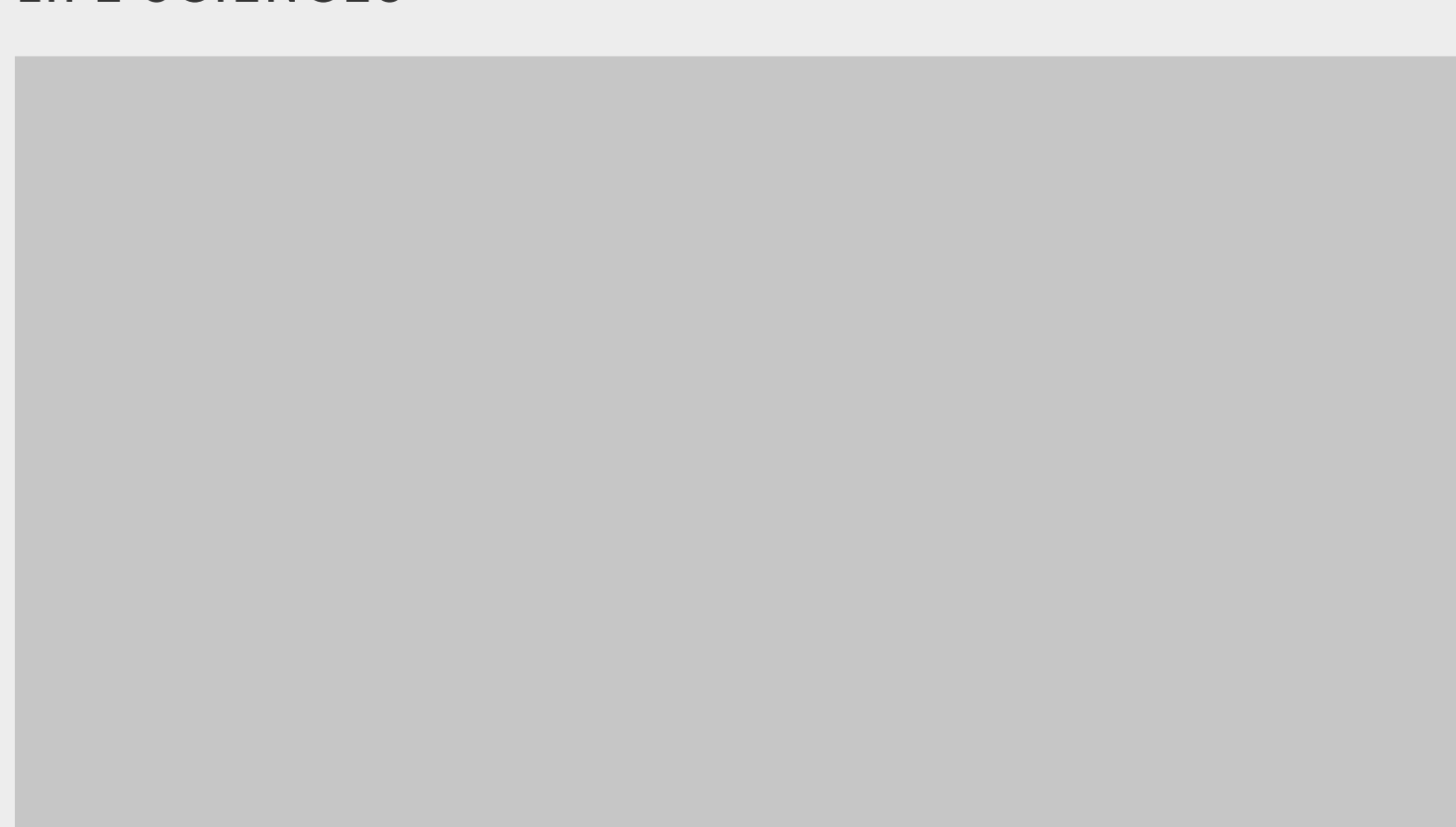
Required: Related Work
Shows related work to the current case study based on related tags

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LIFE SCIENCES



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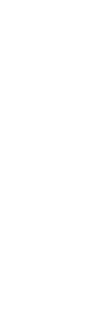
Leading the AI Revolution in Drug Innovation

Related Markets

[Tag item 1](#), [Tag item 2](#)

Related Services

[Tag item 1](#), [Tag item 2](#), [Tag item 3](#)



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+ Show more

Related Work

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Shining a Brighter Light on Patient Safety—Year Over Year

Related Markets
[Tag.item.1](#), [Tag.item.2](#),

Related Services
[Tag.item.1](#), [Tag.item.2](#), [Tag.item.3](#)



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The Situation

The Leapfrog Group is committed to raising the bar for safer patient health care. Twice a year, the group releases its Hospital Safety Grades, which assigns a letter grade to nearly 3,000 U.S. general hospitals based on how well they protect patients from preventable medical errors, injuries, and infections. Our objective: Develop a strategic communications plan to grow media interest in the press release year over year.

Our Key Insight

While hospital safety statistics and grades are essential for public awareness, there is nothing as powerful as a patient's personal story. By delivering the Hospital Safety Grades through a compassionate story of a family impacted by hospital errors, we can highlight the real, human impact of The Leapfrog Group's work. And by leveraging a strategic, local distribution network, we can radically amplify the group's message.

“JPA Health is both strategic and creative in their approach...”

Jane Doe, Chief Marketing Officer at The Leapfrog Group

Optional: Client Testimonial
Can show just one example, or be a carousel to show more

The Solution

Our dynamic communications plan combined media outreach with strategic content development, placement, and distribution. From the spring of 2020 to the spring of 2021, we helped the group achieve a 10-fold increase in earned media placements—6,000 total—in major outlets like USA Today, NBC New York, Forbes, and Medscape.

Our efforts to share the personal story of a family impacted by poor hospital safety garnered the interest of Patch.com in the fall of 2021, leading to expanded regional outreach across a broad network of local outlets. In the next campaign, we targeted trade outlets like Modern Healthcare and Health Leaders to increase earned media coverage by 75%.

Optional: Coverage
Mainly used for media/PR focused studies
Can show just one example, or be a carousel to show more

OUTLET LOGO GOES HERE

Title of Press Coverage Goes Here Lorem Ipsum Dolor

Name of Outlet

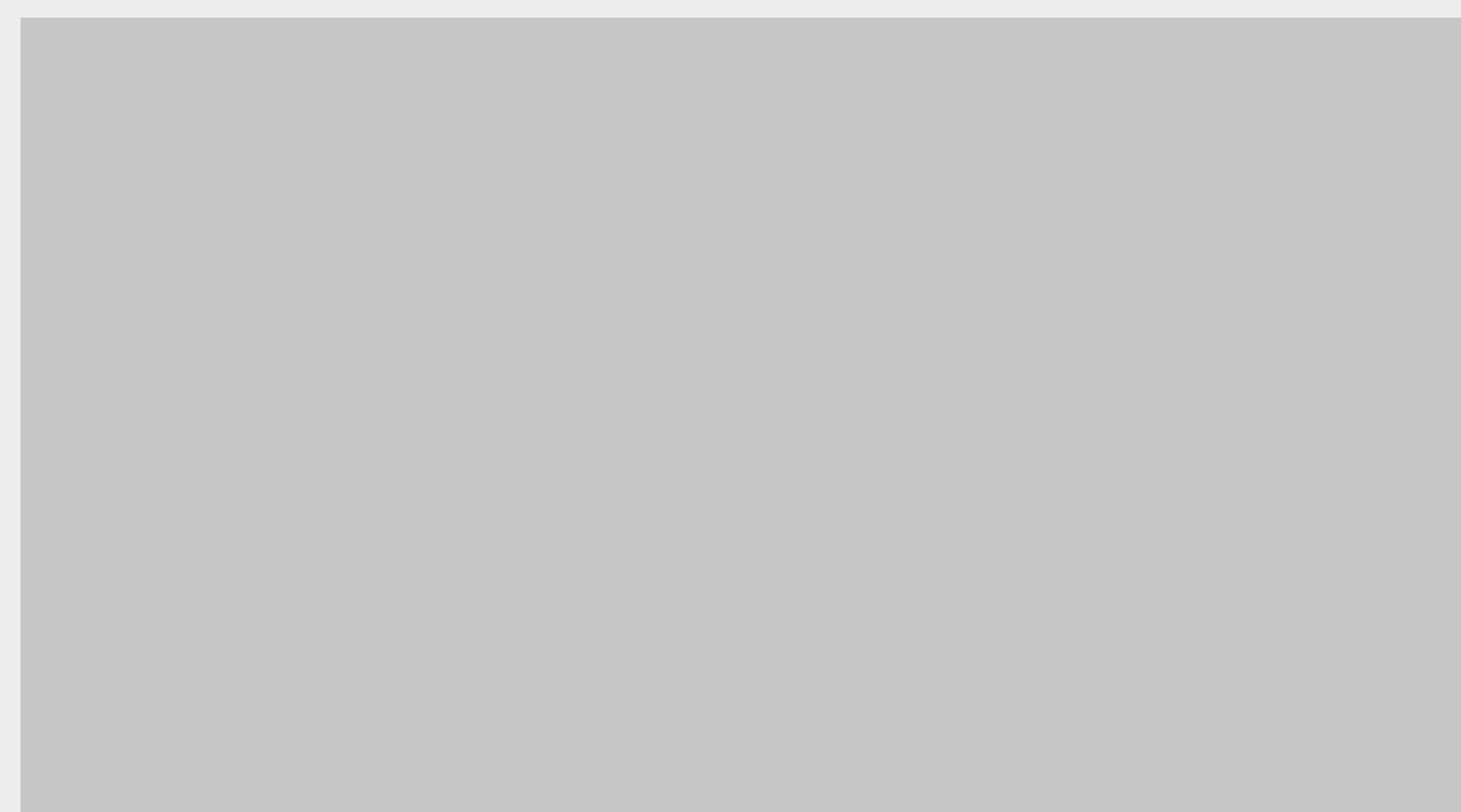
The Change We Championed

In three Hospital Safety Grade releases, The Leapfrog Group's Hospital Safety Grades achieved 228MM impressions worldwide and 15.5K media placements with major news outlets. As Patch.com became their number one driver of referral visits, they saw an unprecedented increase in website traffic. Our collective impact? The Leapfrog Group empowered thousands of patients across the country to make more informed health care choices for themselves and their loved ones.

Related Work

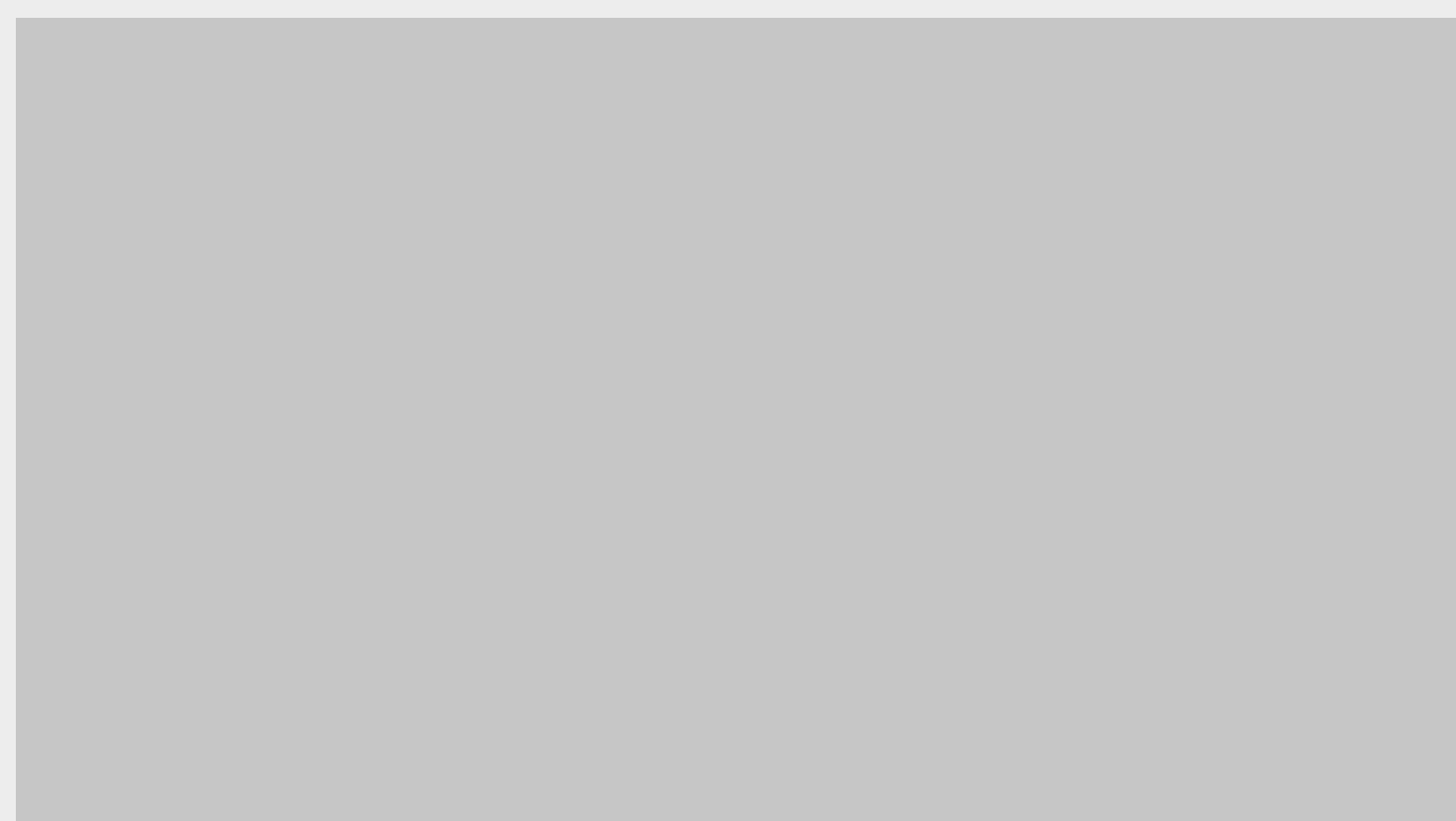
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