

M Case Study



Situation:

With COVID dominating the media, keeping the opioid and overdose epidemic in the headlines was a challenge. However, with a goal of broadly launching OPNT003 in early 2022, media activities for Opiant were particularly important in 2020 and 2021.

Goal:

MacDougall and Opiant partnered to create a blog, "Perspectives with Opiant," to share stories that approach substance use disorder with understanding, empathy, courage and innovation. The blog features Q&A's between Opiant and the people shaping the response to substance use. Opiant's social channels support the blog, highlight industry events and showcase Opiant and CEO Roger Crystal's position on policy changes in the industry.

Results:

Opiant helped to advance the conversation around the opioid epidemic, featured KOLs, convened experts and became a trusted resource for the community.

