

Biogen Health Equity: Promoting Health Equity in Under-represented Population in Alzheimer's Disease

Team: Gaurav Deshpande, Ana Navarro Lafuente, Mikael Petrosyan, Kerry Xie

Our Client: Biogen is an American multinational company based in Cambridge, MA and is considered a pioneer in the field of Neurosciences. Founded in 1978, it is world's first biotechnology company dedicated to cutting edge research and providing treatment solutions to an array of neurological ailments.

Project scope: To identify barriers to health equity in under-represented population in the United States, focused on Alzheimer's disease (AD) and propose solutions based on interviews with various stakeholders (internal and external) and market research.

Deliverables: To increase health equity in AD by



Exploring educational programs on health equity in **schools**



Targeting younger generation by creating an app involving celebrities/ influencers



Collaborating with **advocacy groups** for underrepresented demographics