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

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**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 under-represented demographics