



Revitalising Mature Brands



Athena's reputation is established on supplying tried and trusted medicines. Sometimes this means seeking to re-educate the market about established medicines with great utility and affordability.

In the Bone Care market, new introductions have focused on bone restoration in osteoporosis in later life and the use of drugs with significant side effects over extended periods to restore bone loss. Athena's strategy was to focus on 1st principles - the critical requirement for us all to develop and support our bone bank throughout life and slow bone depletion with appropriate focus on diet, exercise, healthy lifestyle, and supplementation with calcium and vitamin D where required.

Our Bone Health programme surveyed over 600 consumers and analysed the results, demonstrating a clear need for a national medical strategy to address the deficit apparent in preventative behaviours, to protect our bone bank, especially in younger adults. This campaign received extensive national media coverage.

As a result of these new data, Athena has been enabled to bring new real-world evidence to primary care and community pharmacy to highlight the necessity of earlier intervention, adoption of lifestyle improvement and the use of inexpensive treatments to reduce the long-term risks of developing osteoporosis, by delaying depletion of bone as we age.

RE-EDUCATE
THE MARKET

FOCUS ON
FIRST
PRINCIPLES

REAL WORLD
EVIDENCE