

THE *Sumaira* FOUNDATION

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▶ || ● HEARTWORK  
productions

# Bringing Stories That Matter to Life



## Our Mission

# Combining Our Experience & Expertise to Create Exceptional Films

The Sumaira Foundation (TSF) is a recognized international leader in patient advocacy. TSF amplifies the voices of rare disease patients through community, educational initiatives, live events, research, policy advocacy and compassionate patient support services.

Heartwork Productions brings outstanding media talent and a thoughtful on-set culture, creating a safe and supportive environment for capturing deeply personal, informative and educational stories — ideal for compelling video narratives.

In recent years, TSF and Heartwork Productions have joined forces to leverage their combined expertise to produce high-quality films tailored for both patient/caregiver audiences and the communication needs of the biopharmaceutical sector.

## At the heart of our work is a profound commitment to telling the stories that truly matter.

We understand how to craft and deliver health-oriented narratives with impact and precision. We are now expanding our horizons to broader collaboration with the health care sector. We work with our partners and clients to bring important stories to life – in a way that resonates with the audiences you seek to reach.

Our portfolio includes a diverse range of film formats, including patient portraits, educational and explanatory videos, physician/opinion leader interviews, documentaries and mini-series. We also produce webinars, live events and videos showcasing scientific content/research/study results.

Our films aim to drive visibility and impact across various platforms, including websites, social media, industry conferences and internal training sessions. They are designed to effectively support your communication objectives and strategies while fostering a deeper and genuine connection with patients, caregivers, clinicians and other stakeholders who can benefit from learning more about what you do.



## Inspiring Trust



The trust Sumaira has earned from patient communities is based on her own journey as a rare disease patient and forms the cornerstone of our endeavors. The quality of our work also hinges on the open and trusting relationship we forge between patients and our director, Caroline, which enables the film crew to gain deeply intimate insights during filming.

## Emotionally Engaging



Our approach on set and during pre-production fosters a deep sense of trust and engagement with the patients and caregivers we accompany in front of the camera. Creating a safe space for them is a top priority for us. Sharing their stories with an audience and raising awareness about these illnesses can be a deeply emotional experience.

## Seeking Collaborations & Partnerships

# Highlights from Our Recent Projects

**Imagine my Life** // International documentary series / 6 episodes in distribution / 2022 – ongoing

**Imagine My Life** is a documentary series that captures the lives of rare disease patients and their caregivers around the world, with a focus on raising awareness for a broad audience. The series combines cinematic directing, strong cinematography, and stylistic elements with an authentic, unfiltered storyline centered entirely on the patient's lived experience. Each episode features high-profile clinician interviews and animations to further educate viewers. We invite you to partner with us on additional episodes to support this impactful project. Six international episodes filmed in 2022 & 2023 are now ready for distribution. We are seeking partners for additional international episodes featuring patients with NMOSD, MOGAD and other rare neuroimmune/related conditions.



## Focused on Patients



It's essential for us to tell the story from the perspectives of the patients and their caregivers. Every patient's story is unique, and the journey of each individual is of utmost importance to us. We strive to place these stories in context with doctors' opinions and the latest research findings/therapeutic developments to provide a comprehensive view of the current state of care in the conditions we address.

## Authentic



Authenticity is increasingly an elusive and hard-to-achieve goal in the health care sector. The primary objective of our work is to create films that are authentic, emotional, compelling and informative. Every patient is unique, which is why each of our films is different — because it needs to be authentic. Patients we film really see themselves honestly reflected in our films.

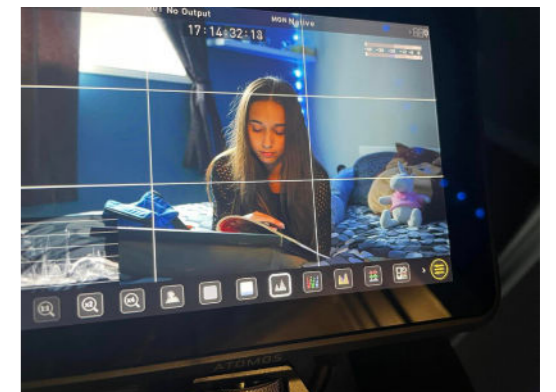
**Side by Side** // International educational short series / 4 episodes in distribution soon / 2023 - ongoing

**Side By Side** is a short-format educational series on the importance of shared decision-making in rare disease. It features both patients and doctors sharing their experiences, best practices, and case studies to educate, inform and raise awareness. One American episode filmed in 2023 is set for completion by summer 2024, with four mini-episodes scheduled for distribution in fall 2024. We invite you to partner with us & produce additional episodes focused on shared decision-making, aimed at educating patients and showcasing diverse cases.



**Rare Youth** // International documentary series / In development / 2023 - ongoing

**Rare Youth** is a documentary series that portrays young rare disease patients, their lives, and their caregivers, aiming to raise awareness among young audiences and newly diagnosed patients. The directing, cinematography and stylistic elements are specifically crafted to resonate with a younger audience. We invite you to partner with us and sponsor this impactful project. The series concept for Rare Youth has been developed and patients who want to tell their story have been identified.



## About



Patient-led. Patient-powered. Empowering patients.

The Sumaira Foundation (TSF) is a global non-profit patient advocacy & research organization dedicated to generating awareness of NMOSD, MOGAD and other neuroimmune/autoimmune conditions, building communities of support for patients and their caregivers, advocating on behalf of patients, and supporting research.

**TSF is proud to be a patient-led, patient-powered, science-driven and therapy-agnostic organization.**

TSF was founded in 2014, two months after Sumaira Ahmed, founder and Executive Director, was diagnosed with seronegative neuromyelitis optica spectrum disorder (NMOSD). Sumaira's founding philosophy was that heightened awareness would help amplify research and development efforts towards approved therapies and perhaps, one day, a cure.

## About



Heartwork — Where Passion Meets Craftsmanship

At Heartwork, film production is far more than just our daily business — it's our true passion. Film is the ultimate form of communication because it engages on so many levels: storytelling, directing, cinematography, sound, music, voice, and words. And most importantly, the people in front of the camera — whether they are real individuals or talented actors.

**Within these layers, countless subtle nuances can turn each film into a unique masterpiece.**

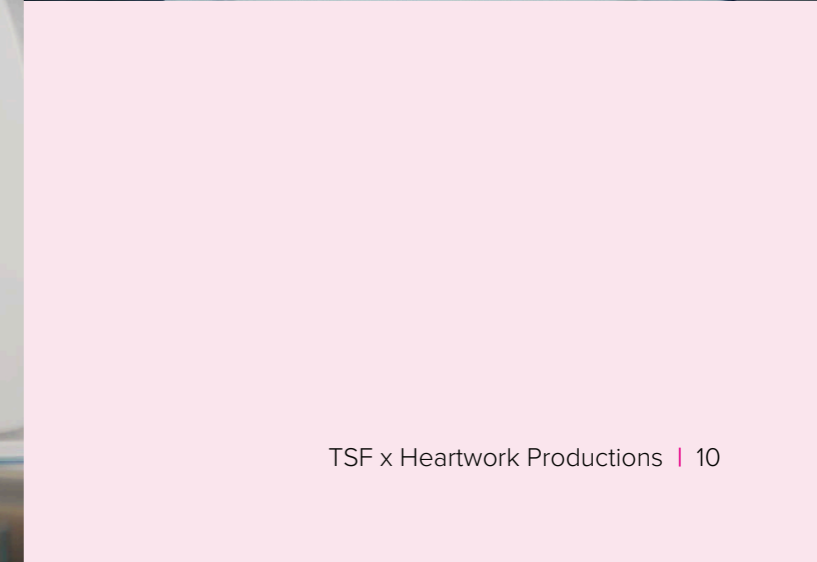
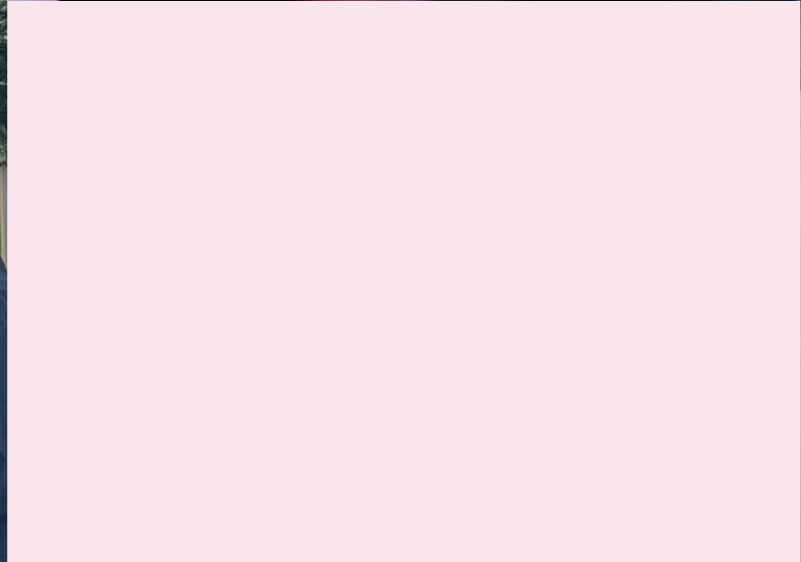
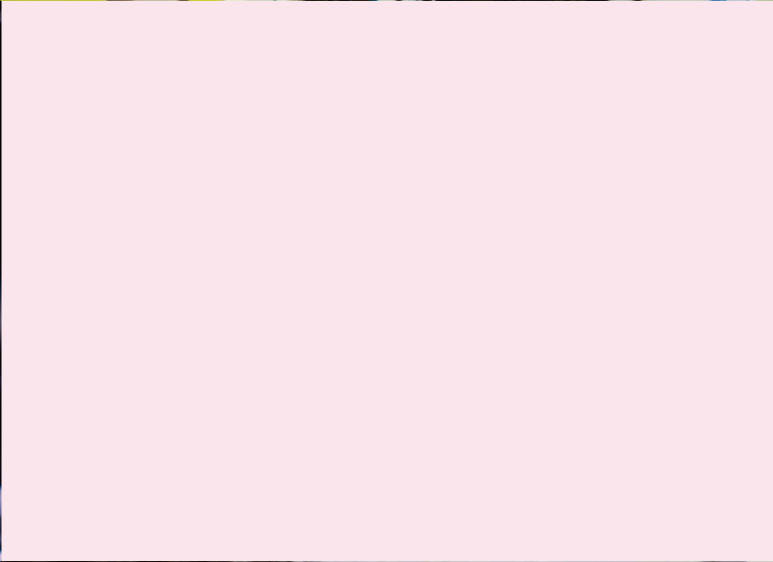
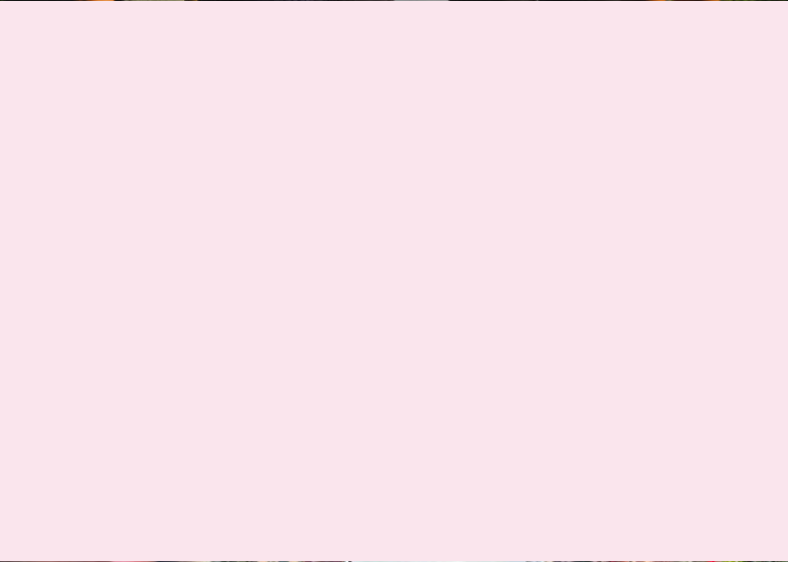
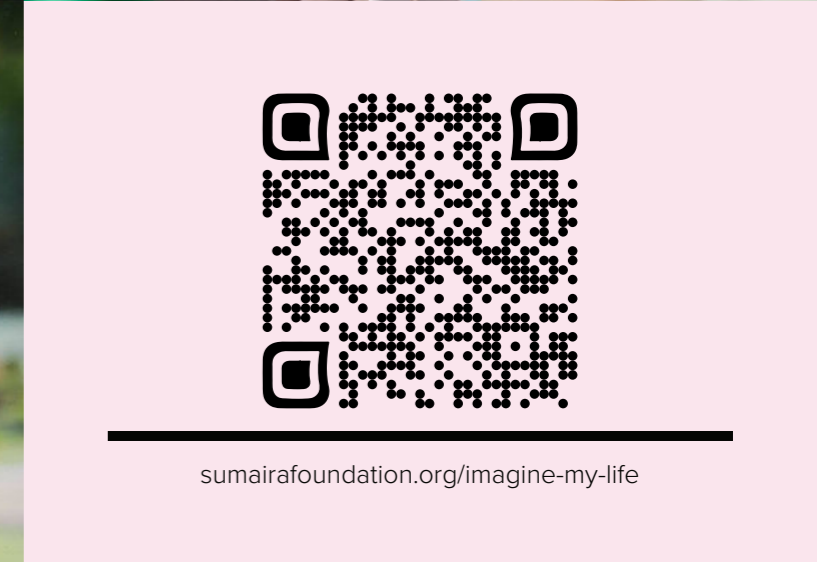
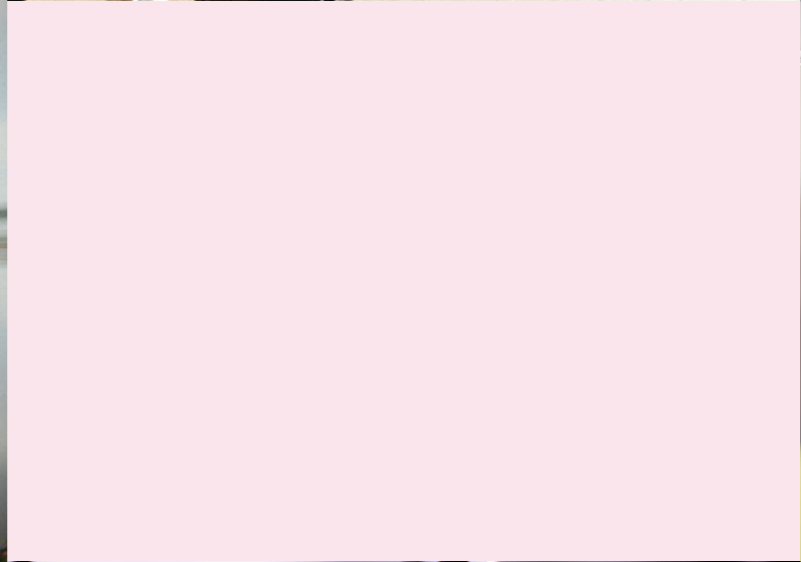
In short, a great film - long or short - surpasses everything. It captivates a wide audience, inspires, evokes tears or wonder, gets people out of their seats, motivates, excites, or sells. Our primary goal is to reach and move people with films like these, and we work towards this goal every day alongside our clients. Corporate and documentary films are becoming increasingly diverse and often blend together, with only imagination setting the limits. Yet, we understand the current trends and rules that make it effective. We aim to actively shape this world.





## HOW WE COLLABORATE

We are actively seeking partners to help bring our current film projects to life with additional episodes. We're also open to exploring new ideas/projects and can craft a holistic strategy to identify the formats and stories that best align with your communication goals and budget. Furthermore, we offer support in distribution and are well-positioned to advise more broadly on the development and enhancement of your video content strategy. Please contact us for more information or an introductory meeting.



# SUMAIRA AHMED



The Sumaira Foundation  
Founder and Executive Director

In the summer of 2014, Sumaira was diagnosed with seronegative neuromyelitis optica spectrum disorder (NMOSD) after experiencing sudden and severe vision loss and weakness/numbness. Less than two months after her diagnosis, she founded The Sumaira Foundation (TSF) dedicated to generating global awareness of NMOSD, MOGAD and other rare neuroimmune conditions, building communities of support for patients and their loved ones, supporting research and advocating on behalf of patients.



# MICHAEL DEVLIN



The Sumaira Foundation  
Board Director and Strategic Advisor

With a career spanning over 20 years in the health care sector across US/Europe/Asia, Michael brings a wealth of experience to TSF. As a Senior Partner at McKinsey & Company in Tokyo, Michael launched & led the firm's Asia-Pacific health care practice for 12 years, working closely with leading biopharma players. He then joined Johnson & Johnson as Senior Vice President responsible for global strategy, insights, market research & digital, based in Europe for 10 years. Michael holds a degree in Biochemistry & Molecular Biology from Harvard University & a master's degree in business administration from Stanford University.



# MAX WÜRTTEMBERGER



Heartwork Productions Founder, Managing Director and Producer

After more than 12 years in the industry (Red Bull, Henkel) and in advertising (Territory Webguerillas Agency), Max founded Heartwork Productions together with his wife in 2015. Their shared passion for film and marketing brought them to this step. At Heartwork Productions, Max is responsible for strategy, management, customer development and production.



# CAROLINE WÜRTTEMBERGER



Heartwork Productions Founder and Creative Director

After studying acting and theater studies, Caroline worked for over 10 years on and behind the stage and in advertising agencies as an actress, writer and director. In 2015, she founded Heartwork Productions together with her husband and is responsible for the creative department, including the areas of concept development, story-telling and directing.







Wide Range of Offerings

## Multiple Formats Possible

### Documentaries

Short-form documentary style films highlighting key themes and priorities related to your company's core values, mission and/or focus areas, showing real-life examples of your impact on the communities, partners and stakeholders you serve or partner with.

### Informational Series

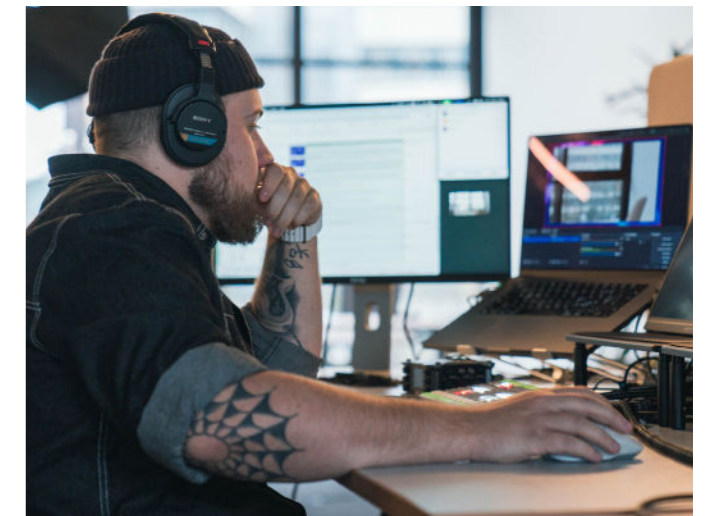
Either as stand-alone videos or as a series, these films convey in a creative and visual way important information and messages about the conditions, therapies or other topics your company is focused on. Can include spokespersons, clinicians, researchers, patients, caregivers, and/or executives as part of the narrative.

### Patient Portraits

Powerful, personal recordings of a patient's experiences, our patient portraits highlight the human impact of rare disease and the benefits of treatments.

### Webinars, Live Events & Streaming

Our live video production connects your company directly with your audience to create particularly impactful and flexible engagements with your audience, both via streaming and via replays with excellent post-production treatment of video footage and visuals after the event.



# Sample Product Packages

## Short-form Patient Vignettes

- small crew set-up, fast turnaround, low cost
- no interviews
- voice over with B-Roll
- maximum length ~5 minutes

## 15-Minute Patient Vignettes

- single interview session & B-Roll included
- 1-2 days of shooting
- medium-size crew set-up

## 25-Minute Documentary-style Patient Vignettes

- multiple interviews and B-Roll included
- 2-3 shooting days
- medium to large crew needs

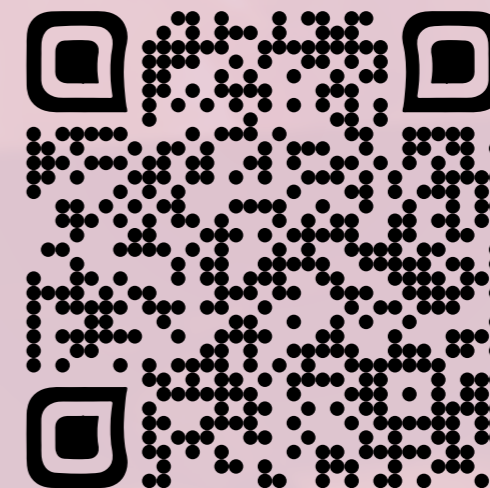
## 30/40-Minute High Quality Documentaries

- top-notch TV or streaming service quality
- medium to large crew needs
- drone shots, animations, custom soundtracks, full post-production

## Transform Your Visual Storytelling With Us

Partner with us to create compelling films that captivate and educate your audience. Discover how our expertise can bring your vision to life and make a meaningful impact.

Explore our production process, view samples of our work, and get in touch with us for more information or an introductory call by scanning the QR code below.



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The Sumaira Foundation  
Patient Advocacy

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Founder & Executive Director: Sumaira Ahmed  
Board Director & Strategic Advisor: Michael Devlin

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p r o d u c t i o n s

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Film Production

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Managing Director & Producer: Max Würtemberger  
Creative Director: Caroline Würtemberger

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