

A FULLSPAN HEALTH STUDIO FRAMEWORK

# Change The *Narrative.*

*How Healthline turns stigmatized health conditions into stories that change culture.*



CASE STUDY

## For All I Know

A 360° branded campaign about OCD · Healthline × NOCD × IOCDF ·  
OCD Awareness Week 2025

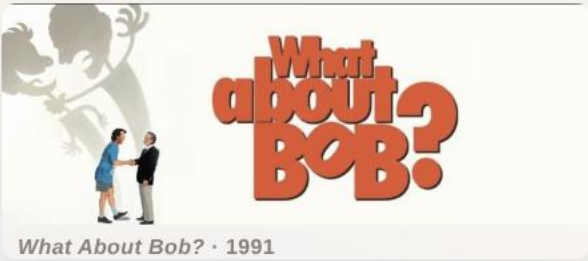


THE PROBLEM

# The world has OCD *wrong*.

Pop culture has turned a debilitating disorder into a punchline — costing people an average of 14–17 years of their lives before receiving the help they need.

HOW CULTURE SEES OCD



THREE DECADES OF MISPORTRAYAL

“There’s a particular kind of loneliness that comes from seeing OCD portrayed everywhere and recognizing it nowhere.”

Sam Sabawi · Director · 2× Emmy-Nominated · Lives with OCD

1 in 40

people worldwide  
live with OCD

14–17

years average to receive  
a correct diagnosis

50.5%

of OCD cases misdiagnosed  
by primary care physicians

THE FILM

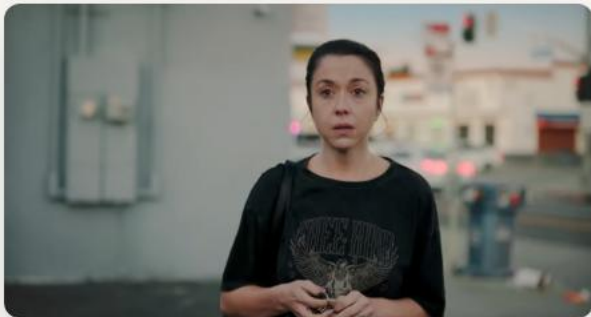
# A film brave enough to show the *truth*.

*An unexpected visit from her estranged daughter throws a pharmacist with OCD into a maelstrom of her darkest fears. As buried postpartum intrusive thoughts resurface, she faces a harrowing choice: confront them or risk losing the chance to repair their broken relationship.*



Director Sam Sabawi and lead Rachel Alig reviewing the script on set.

STILLS FROM THE FILM



DIRECTOR

Sam Sabawi

STARRING

Rachel Alig

RUNTIME

11 minutes

CLINICAL PARTNER

NOCD • Dr. Patrick McGrath

PREMIERE

OCD Awareness Week 2025

PLATFORM

YouTube + Healthline.com

THE CAMPAIGN

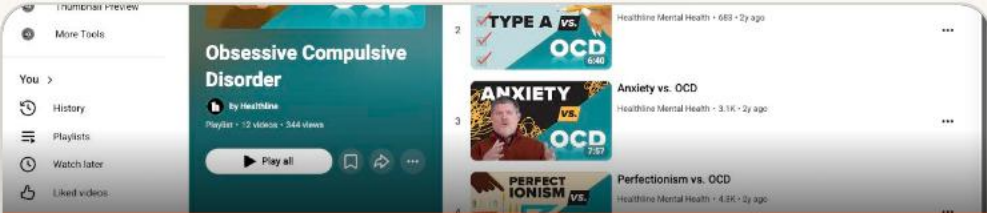
# A fully integrated 360° campaign.

*Not just a film — a complete ecosystem designed to shift culture, drive clinical awareness, and build brand credibility.*



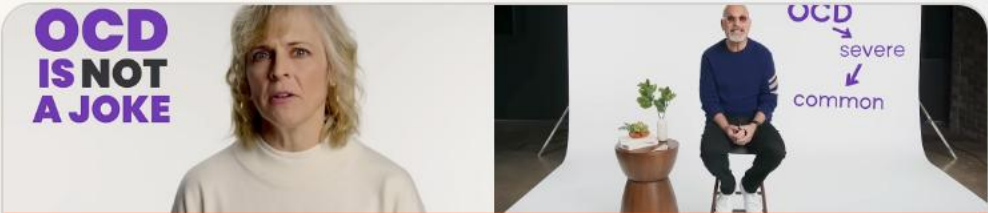
01 Narrative Short Film

"For All I Know" — 11-min professional film. Free on YouTube + Healthline.com. Official IOCDF Awareness Week premiere.



02 Educational Content

12-video Healthline YouTube playlist on OCD subtypes, treatment, and lived experience — medically reviewed by NOCD specialists.



03 Brand Ad Campaign

NOCD ads with Maria Bamford (perinatal OCD, 1.94M+ views) + Howie Mandel TV spots. Multi-talent, CTV + Linear reach.



04 Podcast Coverage

Psych Central "Inside Mental Health" + NOCD "Get to Know OCD" — Sam Sabawi & Rachel Alig featured in full-length episodes.



05 Editorial & Press

Coverage in MM+M, MediaPost ("Did Monk's Quirks Mask OCD's Serious Side?"), IOCDF blog, Psych Central. Zero paid placement.



06 IOCDF Partnership

Official OCD Awareness Week 2025 premiere partner (Oct 12–18) — tapping the global OCD patient, family, and clinician community.

BRAND AD CAMPAIGN

# Two comedians, *one mission.*

*NOCD's celebrity-led ad partnerships put OCD into living rooms across linear TV, CTV, and YouTube — making the stigma the punchline, not the diagnosis.*



**OCD IS NOT A JOKE**

1.94M+  
YOUTUBE VIEWS

NOCD × MARIA BAMFORD

**Maria Bamford**

Comedian · Spotlight on Perinatal OCD

---

AD SPOTLIGHT

*"The truth about Perinatal OCD"*

30-second YouTube spot · February 2023

Broke perinatal OCD wide open — turning an under-recognized diagnosis into a viral moment that reached nearly two million parents and partners.



OCD  
↓ severe  
↓ common

7+  
LINEAR & CTV SPOTS

NOCD × HOWIE MANDEL

**Howie Mandel**

Comedian · NOCD Brand Ambassador, since 2023

---

AD SPOTLIGHT

*"More Than What You See"*

15-second TV spot · iSpot-tracked · October 2023

Multi-spot run — "Personality Quirks," "Misunderstood," "Isolated" — reframing OCD across linear TV and streaming with comic lived experience.

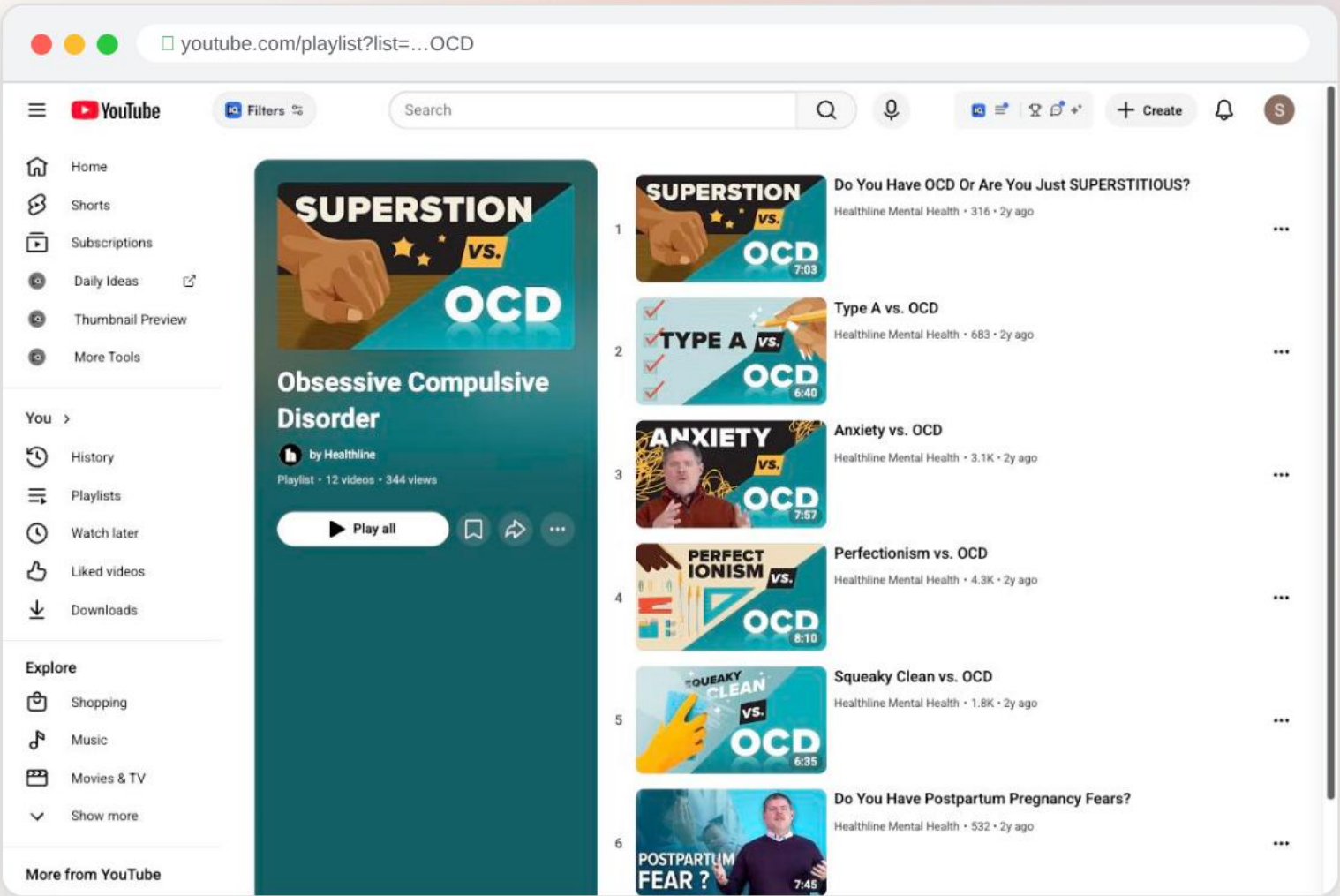
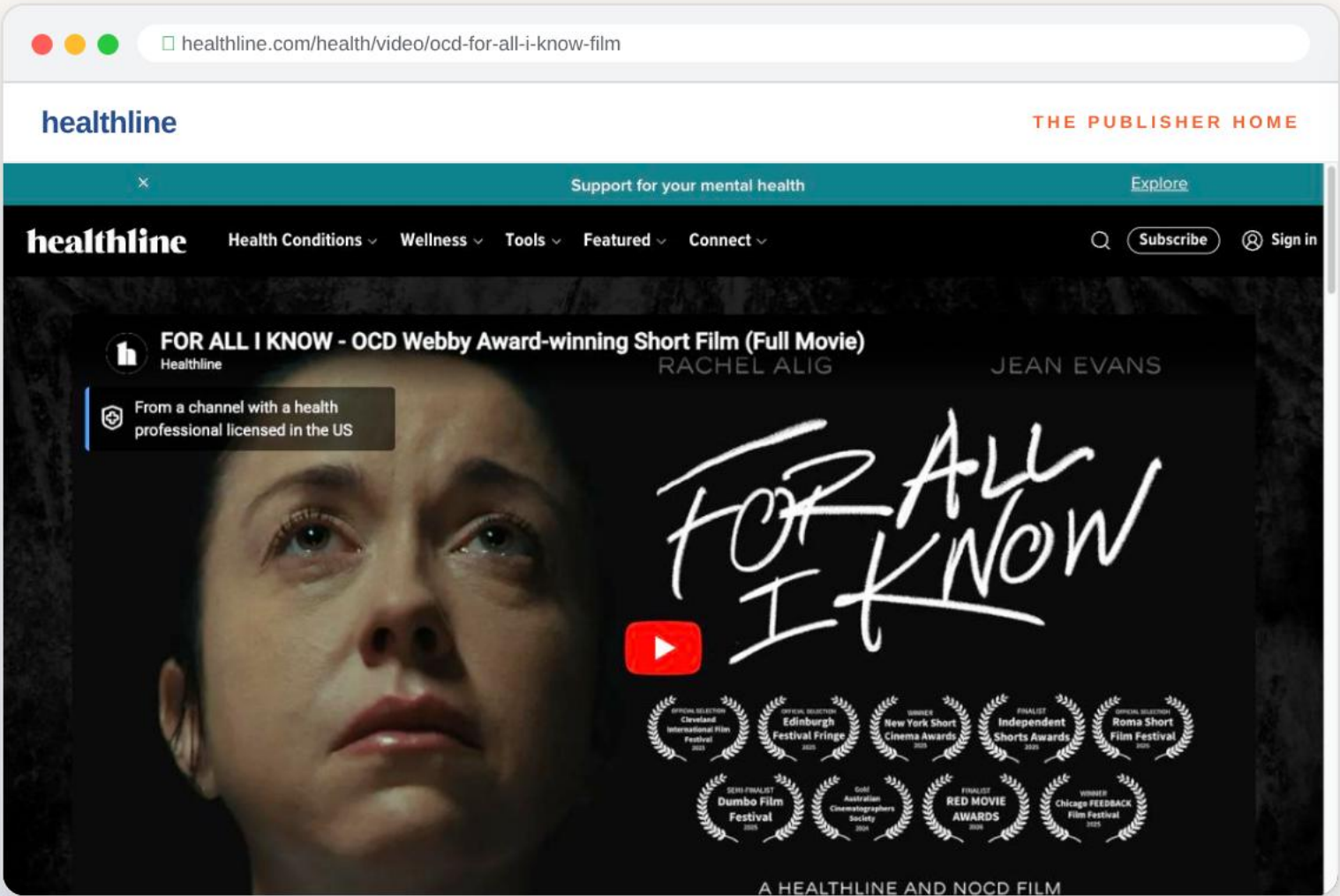
COMBINED REACH

Two cultural voices · eight branded spots · national TV + CTV + YouTube — reinforcing the film's Healthline editorial layer with celebrity-led cultural reach.

OWNED & OPERATED

# Built to *live on Healthline*.

The film and its surrounding content live inside the Healthline ecosystem — film page, educational video library, and condition community — surrounded by the brand's medical-credibility layer.



OWNED DISTRIBUTION

Healthline.com page · 12-video YouTube playlist — the film never sat alone, it sat inside Healthline's medical-credibility ecosystem.

EARNED MEDIA

# The story *kept telling itself.*

Coverage in marketing trade press, clinical foundations, and pharma media — earned, not paid. Three different audiences picked up the story on their own.

mediapost.com/publications/article/410305/...

MediaPost

Publications Events Awards Members More

Sign In Register Advertise Follow

ITN NXTv ADVANTAGE

PROGRAMMATIC Local Linear TV

LEARN MORE Schedule Demonstration

Pharma & Health Insider

COMMENTARY

Did Monk's Quirks Mask OCD's Serious Side?

by Les Luchter, Staff Writer, October 30, 2025

Quick! Name a fictional character with obsessive-compulsive disorder (OCD). Chances are that, like me, you thought of Adrian Monk, the TV detective who — over eight seasons and 124 episodes starting in 2002 — exhibited a frequent need to sanitize his hands, align objects, and touch every parking meter he passed, among other comedically displayed behaviors.

But OCD is often no laughing matter, as was made clear when the character displayed suicidal tendencies in “Mr. Monk’s Last Case,” a 2023 movie sequel.

Real-life OCD patients, it turns out, do die by suicide more than other people, notes Stephen Smith, founder and CEO of NOCD, a 10-year-old OCD-specific telehealth provider.

“The condition is not a joke,” Smith tells *Pharma & Health Insider*, calling it “a *very* serious, complex psychiatric condition that untreated can lead to many conditions such as severe depression, severe substance use

SUBSCRIBE TO MARKETING PHARMA & HEALTH WEEKLY

enter your email address

Subscribe

ABOUT THE AUTHOR

LES LUCHTER, President, LL Communications

MORE FROM PHARMA & HEALTH INSIDER

Concierge Doctors: The Lowdown From MDVIP’s New CMO

Other Gum Is ‘Dumb,’ Says ‘Smart’ Neuro In First Campaign

AI In Health Marketing Visuals: Q&A With Getty Images

Get Any Questions About ‘The Journey To End Cancer’?

What Michael Caine And John Wayne Have In Common

SPONSOR CONTENT

The Business of Trust - Brand Insider Summit: Financial Services

MediaPost · Pharma & Health Insider

MARKETING TRADE

mmm-online.com/news/healthline-award-winning-...

HAYMARKET MARKETING COMMUNICATIONS:

CAMPAIGN US

MM+M

PRWEEK

1966

2026

Newsletter

QUICK LINKS

PHARMA

AGENCY

CAMPAIGNS

PEOPLE

PODCASTS

REPORTS + SURVEYS

EVENTS

MEDIA NEWS

Healthline’s award-winning short film spotlights OCD struggles, stigma

Healthline released its award-winning short film For All I Know, which was produced in collaboration with International OCD Foundation.

Jack O'Brien | November 3, 2025 | 1:08 PM

\*E-mail Address

United States

The Splash from

The Prescription Weekender

MM+M Breaking

MM+M · Jack O'Brien · Nov 3, 2025

PHARMA TRADE

iocdf.org/blog/2025/10/13/i-got-tired-of-inaccurate-...

International OCD Foundation

Who We Are Recovery & Support For Professionals Our Websites

Find Help Learn More Get Involved

DONATE

I Got Tired of Inaccurate OCD Stories. So I Made an Honest One.

Author: International OCD Foundation

View Author

« Blog

I Got Tired of Inaccurate OCD Stories. So I Made an Honest One.

Posted October 13, 2025

By Sam Sabawi

There’s a particular kind of loneliness that comes from seeing obsessive-compulsive disorder (OCD) portrayed everywhere and recognizing it nowhere. The media has given OCD visibility at the cost of stripping away everything that makes it a disorder. Because OCD doesn’t happen on the surface — it happens in the thoughts beneath.

Most people with OCD are highly functioning, performing everyday tasks while fighting thoughts they’d never say out loud. That invisibility is precisely what makes the disorder so isolating and precisely what the media refuses to portray.

Here’s the insidious part: inaccurate representation doesn’t just stigmatize patients — it biases clinicians. One study found that 50.5% of OCD cases are misdiagnosed by primary care physicians, the frontline providers most people see (1.) While estimates vary, some studies have found that the average person with OCD waits 14.7 years for a correct diagnosis. That’s nearly two decades.

I don’t think the entertainment industry is conspiring to misrepresent OCD. The reason OCD stories default only to visible

Recent Posts

In Memoriam: Edna B. Foa, PhD

In Memoriam: Judith L. Rapoport, MD

The Most Effective OCD Treatment Reaches Almost No One: Here’s What We Can Do About It

Institutional Member Updates: Spring 2026

Affiliate Updates: Spring 2026

Your gift has the power to change the life of someone living with OCD!

IOCDF · By Sam Sabawi · Oct 13, 2025

FOUNDATION

EARNED, NOT PAID | Marketing trade · pharma trade · clinical foundation — three audiences picked up the story without a single placement dollar.

FullspanHealth™  
STUDIO

7 / 12

THE RESULTS

# Numbers that *matter*.

1B+

Ad impressions across CTV  
and Linear TV



Award Winner  
Branded Entertainment / Scripted

9

festival recognitions —  
3 wins, 2 finalists, 4 official selections

7×

YouTube benchmark  
for branded health content at release

AUDIENCE RESPONSE

# What viewers said.

*Organic YouTube comments from real people — unsolicited, unedited, and impossible to manufacture.*

L

@Love-cg9hh

6 months ago

I silently suffer from harm OCD. I also work as a nurse. The visceral reaction I had to this film...was so raw. I started balling my eyes out. Finally, I feel understood. Maybe, just maybe, I'm not the monster my mind says I am.

▲ 79

▼

Reply

S

@Sadoriya\_Dummy

5 months ago

This video clearly had heart and care put into it. The way it portrays OCD is realistic and raises awareness beautifully. This deserves so much more views than it already has.

▲ 18

▼

Reply

M

@MaigenZamora

1 month ago

I had to pause this halfway through because of the intensity and how realistic it felt.

▲ 13

▼

Reply

T

@Twix07

4 months ago

OCD is the worst thing that has ever happened to me. ☐ This video is so accurate. Thanks.

▲ 23

▼

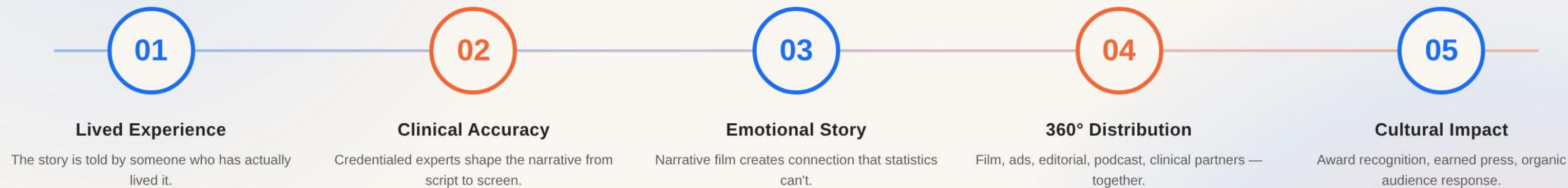
Reply

*Real YouTube comments from youtube.com/watch?v=-vwk4UPHKp0 — 97 organic comments, 845 likes, 29K+ views. Zero paid seeding. The coral-accented card is NOCD's verified clinical account commenting unsolicited.*

THE MODEL

# The *Change The Narrative* framework.

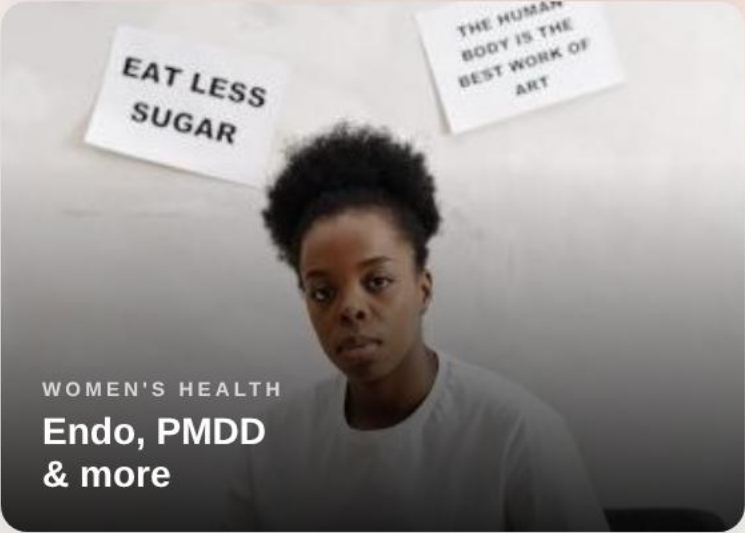
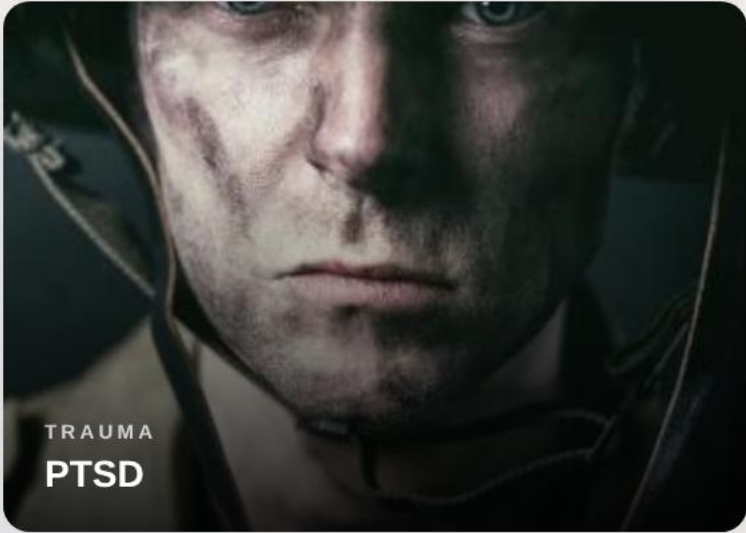
*Five principles that turn any stigmatized health condition into a story culture can't ignore.*



REPLICABLE

# For *any* stigmatized health condition.

*OCD was the proof. The framework works for any condition where the story has been told wrong.*



---

Let's *change the narrative*  
for your brand.

We've shown the framework works on OCD. The same five principles — lived experience, clinical accuracy, emotional storytelling, 360° distribution, measurable impact — are ready to deploy on whatever condition your brand is built around.

**Change the narrative with us →**

Fullspan Health Studio · A Healthline / RVO Health Company