Preparing for a new indication in a different patient population

Creating HCP journeys through patient-focused **Key Educational Messages**

Background

With new clinical trial data, updated guidelines and a new indication pending approval for an established biologic, Novartis wanted to support HCP awareness of unmet needs amongst a different patient demographic, children.

The medical team initiated a HCP education programme with EPG Health around a major congress in 2020, but due to restrictions caused by the COVID-19 pandemic, the digital team was brought on board to shift strategy to an independent online activity, without compromising the original goal.

Objectives



Deliver key educational messages aligned to three pillars:



The burden of disease for patients and their families



The future. including the evidence for clinical efficacy of a new class of compound



KEY INSIGHT

89% of pharma say

driver for online content

The current treatment landscape and unmet needs



Reach the intended HCP audience online, primarily in Europe



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Focusing on patient-centric and emotive storytelling with interactive content, EPG Health positioned a patient case study at the heart of the programme. The child, 'Mia' and her family were the subject of a series of short animations based on our three educational pillars.

Each expert-reviewed animation presented a Key Educational Message (KEM). Scientific content surrounded each KEM, giving HCPs the option to learn more from the deeper dive content before taking the next step along the KEM continuum in Mia's story.

Mia's story was launched in June 2020 via an independent, condition-specific Learning Zone on EPG Health website Medthority (www.medthority.com), a digitally advanced source of credible and independent scientific information. It was supported with a multichannel outreach campaign.

Supplementing Mia's story within the Learning Zone were faculty-led opinion videos, podcasts, EACCME® accredited eLearning activity and enduring materials from a later virtual symposium.



To view the project, scan or click the QR code.

Key educational messages in the journey towards a normal life for Mia and her family



Burden of disease

- Potential lifelong treatment
- **Challenging Diagnosis**
- Present comorbidities
- Limited treatment data and options
- Burden of disease

consolidated with expert opinion





Current treatment

- Limited guidelines
- Approved treatments
- Real world effective 3 treatments
- Approved treatments

consolidated with expert opinion





Is the future clear?

- Current clinical landscape?
- **Current data** assessment
- Treatment horizon 3

consolidated with expert opinion



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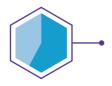
WITHIN ONE MONTH FROM LAUNCH:

reached intended audience in 1 month



OVER HALF

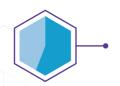
of users engaged with the 3 animations. consuming the KEMs



58%

journeyed from burden of disease content to current treatment landscape content





accessed either guidelines, approved treatments, real world data or references

View case studies for other projects with a patient case study focus

EPG Health brought together innovative digital ideas and collaborated with key dermatology experts to deliver a comprehensive educational program that will no doubt support dermatologists in better understanding paediatric psoriasis. We are very pleased to have supported this valuable educational resource."

SCIENTIFIC COMMUNICATIONS DIRECTOR

Immunology Hepatology and Dermatology Franchise, Novartis

"It was a pleasure working with the team at EPG Health on their paediatric psoriasis project. They made the whole process of virtual recording easy for me and have created valuable content for dermatology HCPs to utilise. I went on to work with EPG Health on their EADV symposium also!"

PROFESSOR AMY PALLER

Walter J. Hamlin Professor and Chair of Dermatology, Professor of Pediatrics, Northwestern University Feinberg School of Medicine

Get in touch

For further information about how EPG Health can create journeys through your key educational messages, contact us.



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