

Preparing for a new indication
in a different patient population

Creating HCP journeys through patient-focused Key Educational Messages



KEY INSIGHT
89% of pharma say
increasing engagement with key
content is a very important
driver for online content






The Evolving Role of Websites for Healthcare Professionals (2019): Chapters 1 & 2 – Types of Websites and their Roles

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
 -  **The current treatment landscape** and unmet needs
-  **Reach** the intended HCP audience online, primarily in Europe



Solution

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.



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Results WITHIN ONE MONTH FROM LAUNCH:



OVER HALF
of users engaged with
the 3 animations,
consuming the KEMs



58%
journeyed from burden of
disease content to current
treatment landscape content



28%
repeat visits



56%
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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