

Compliant pre-launch activities  
to highlight compelling new data

# Using faculty-led multimedia to reignite focus on unmet patient needs



## KEY INSIGHT

HCPs recommend funding of independent medical educational materials as a way for pharma to gain their trust, while only **12%** of pharma see this as a focus.

[The Evolving Role of Websites for Healthcare Professionals \(2019\): Chapter 6 - Credibility and Trust](#)

## Background

Pfizer sought to fund independent medical education, designed for prescribers and referring physicians in Europe and US, highlighting unmet patient needs.

While unmet needs were well-recognised, it had also been established that **existing first-line treatments, masked symptoms but failed to effectively support functional recovery** aligned to the cause.

Though patients were typically managed in a primary care setting, **new treatments being investigated would most likely be prescribed by specialists**, requiring a more multidisciplinary approach to patient management.

## Objectives



**Secure an independent channel** and faculty of experts to engage HCPs in a trusted environment



**Reinvigorate awareness** and discussion of unmet patient needs by sharing compelling new data and guidelines while ensuring high compliance standards



**Ensure consumption of key educational messages (KEMs)** through impactful content, journeys and story telling



## Solution

Through a competitive grant submission process, EPG Health, an IQVIA business, received educational funding from Pfizer for its stand-out solution to **focus on key educational messages (KEMs) through a mix of engaging patient-centred content for HCPs, consolidated by expert opinion.**

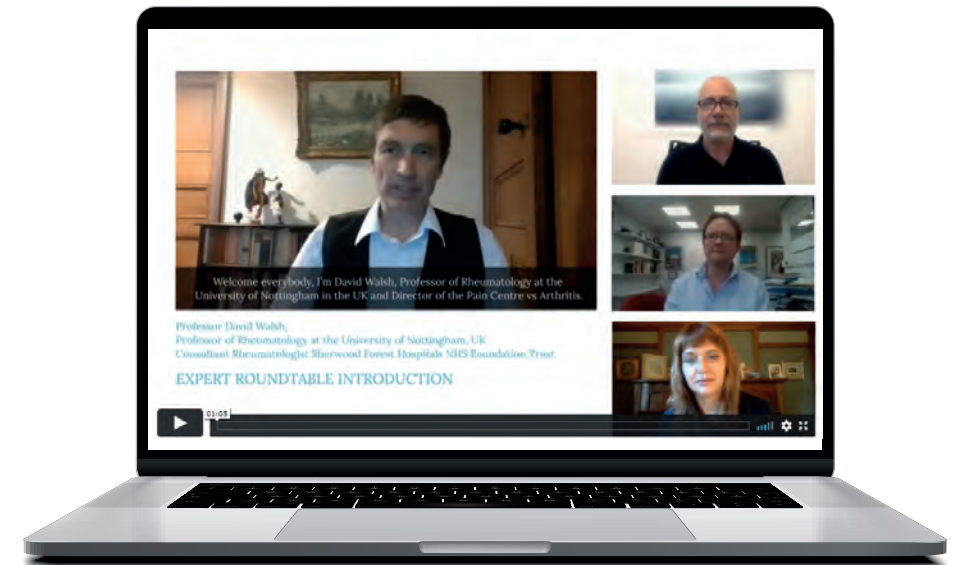
These were delivered **via a disease focused 'Learning Zone' on EPG Health's website Medthority ([www.medthority.com](http://www.medthority.com))**, a digitally advanced source of credible and independent scientific information. Fresh content was **introduced through 2020** to build and sustain engagement. Content included:

- **The story of Marie** – a case study highlighting the medical challenges and unmet needs experienced by a typical patient



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

- **eLearning** – two interactive quizzes consolidated knowledge about the burden of disease, personalised management approaches and treatment guidelines for our patient, Marie
- **Roundtable** – four world-renowned experts discussed unmet needs and new data in a virtual meeting (switched from live due to COVID restrictions)
- **Video invitation** – a faculty member presented key topics for the roundtable in a one-minute video delivered via multichannel outreach activities
- **Congress activity** – highlights from key events, including 'meet the experts' and Q&A, with links and downloads



# Using faculty-led multimedia to reignite focus on unmet patient needs

## Outcomes

9,592

sessions in first month



77%

were our **primary focus group** (55.6% GP/general medicine and 22.2% rheumatologists)



95%

of sessions were driven by EPG Health's tailored, **faculty-led, multichannel outreach programme**, indicating it effectively **built trust** and engagement



Average

3

pages per session, consuming multiple KEMs

//

I worked with EPG Health in 2020 to develop content for healthcare professionals. We recorded a virtual roundtable featuring faculty from all over the globe and they made the whole process easy to follow. I'm really pleased with the valuable output and hope to work with them again in the future."

### PROFESSOR DAVID WALSH

Professor of Rheumatology at the University of Nottingham, UK and Consultant Rheumatologist, Sherwood Forest Hospitals NHS Foundation Trust

## Get in touch

For further information about solutions that deliver key educational messages with credibility, contact us.

+44 (0) 1892 577 706

contact@epghealth.com

www.epghealth.com

[View case studies for other independent, faculty-led activities](#) >