

Unlocking the potential of an established product in emerging markets

# Leveraging existing content via an independent platform with multichannel outreach

## Background

Novartis sought opportunities to support end of life/off-patent products with multiple indications, including pain, epilepsy, Alzheimer's disease and ADHD.

The global medical team aimed to **empower affiliates in less established markets** including APAC region and Africa, while maximising exposure in Europe and other key markets.

By making a wealth of existing but previously inaccessible medical content available in local markets, Novartis could **support HCP education and geographic reach**, however they **needed a delivery vehicle** for this.

## Objectives



**Provide a global platform** to support affiliate marketing efforts



**Extend the life** and value of existing educational materials



**Overcome challenges** associated with developing original content



**Highlight key educational messages** around diagnosis, treatment and outcomes



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## Solution

A broad range of valuable educational content, including webinar footage, was provided to EPG Health by Novartis. It was **repurposed, chunked and optimised for digital consumption, and hosted within a Neuroscience and Pain Learning Zone on EPG Health website Medthority ([www.medthority.com](http://www.medthority.com))**, a digitally advanced source of credible and independent scientific information.

Launching in April 2020, the Learning Zone was supported with **targeted multichannel outreach campaigns**, including:

- Organic and paid **social media** activities, **email** campaigns and **online notifications** on the Medthority website
- **Flyers** tailored for each specialty audience, with QR codes linked to dedicated landing pages were distributed by Novartis affiliate field forces
- **Teaser videos** (featuring senior influencers) produced by EPG Health for Novartis internal campaigns and also external targeted notifications via SMS/email in APAC region

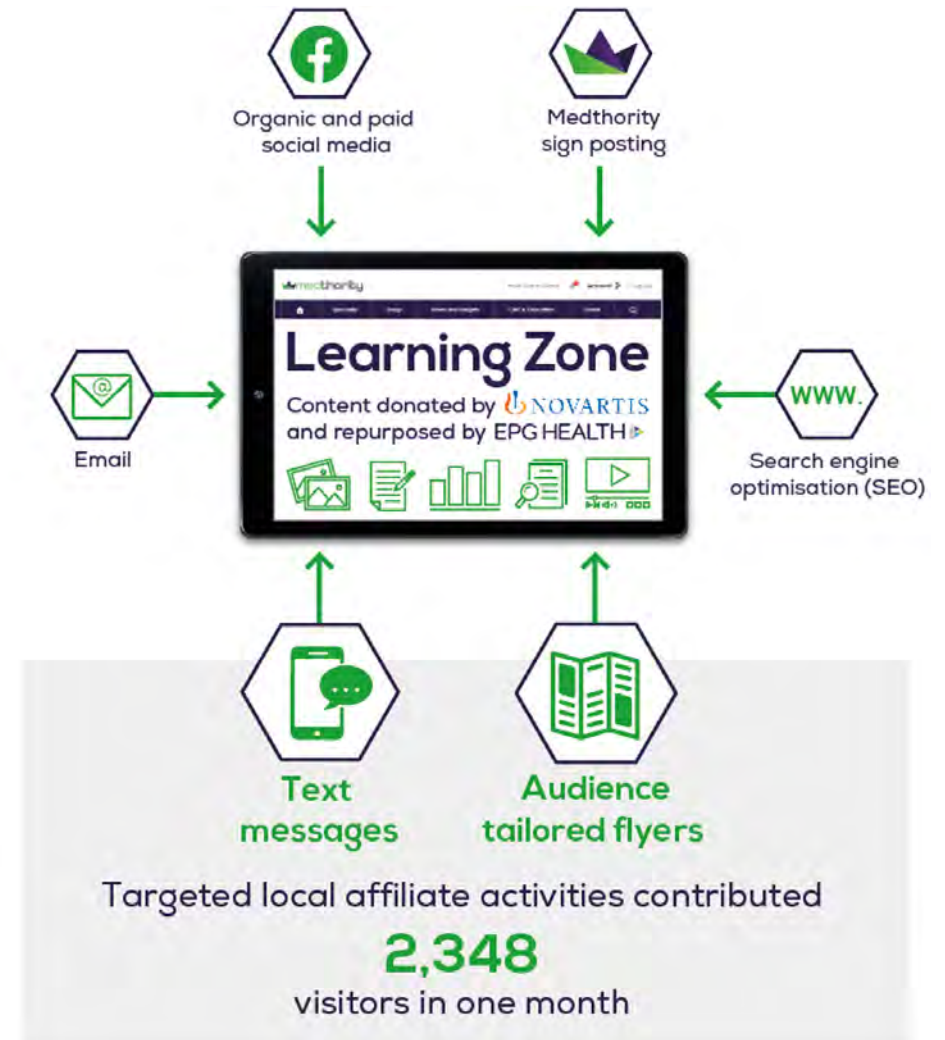


To view the project, scan or click the QR code.

**KEY INSIGHT**

HCPs are more likely to access medical information via an email, social media or a pharma rep than they are via banner advertising

[The Evolving Role of Websites for HCPs \(2019\), chapter 3 - Multichannel Integration](#)



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## Outcomes WITHIN 3 MONTHS OF LAUNCH:



21%

spent over 20 minutes watching an average of 4 videos (key content)



95%

were target specialty



50%

APAC and Africa



Novartis affiliates provided positive feedback



2,348

visitors came via local activities (with flyers and texts) in the first month

[View case studies for other projects leveraging multimedia and multichannel >](#)



We supplied EPG Health with a lot of content and they helped repurpose and put the content together in a nice logical flow for digital consumption. This content helped to deliver a comprehensive educational programme.

They also created flyers tailored to speciality audiences and content for text messages targeted for HCPs in the APAC region. We are happy with the solution-oriented approach/flexibility and overall support provided in order to deliver impactful and credible medical education to physicians."

SCIENTIFIC COMMUNICATIONS DIRECTOR

Novartis

## Get in touch

For further information about solutions that repurpose existing content for wider reach, contact us.

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