

Product differentiation without head-to-head data

# Peer-to-peer, opinion-based guidance and assessment



## KEY INSIGHT

**64%** of of HCPs seek information online about new data every week

[The Evolving Role of Websites for Healthcare Professionals \(2019\): Chapter 1 & 2 - Types of Websites and Their Roles](#)

## Background

In a fast-moving area of medicine, three products had reached the market for a new class of oncology drugs.

With no head-to-head trial data on which to base claims about the benefits, product differentiation would be established based on expert opinion and delivered via independent education.

## Objectives

FUND CREDIBLE, COMPLIANT, INDEPENDENT, INTERACTIVE AND ON-DEMAND LEARNING TO:



• **Reach** multi-disciplinary teams in Europe and US



• **Support HCP treatment decisions** through practical, expert guidance



• **Address knowledge gaps** in patient identification, stratification, drug selection and application



• **Capture insight** into HCP knowledge, behaviour and views



## Solution

With an educational grant supplied in October 2019, EPG Health acted very quickly to coordinate an end-to-end programme, starting with a **roundtable discussion at a major international congress** in the December (just two months later).

An **international faculty of seven leading experts** was created to build consensus around a series of statements and scenarios related to “Right treatment, right patient, right time”. This included **product differentiation based on published data and real-world experience**.

Using output from the meeting and a steering committee of three experts, EPG Health produced:

- 3-minute expert commentary soundbites
- Expert interviews and deep-dive videos
- Interactive behavioural case study learning modules
- Infographics to simplify complex concepts

The content was divided into **four key learning streams**, each with its own peer-to-peer commentary:

1. Treatments and data
2. Application in the patient setting
3. Expert opinion
4. Interactive patient cases

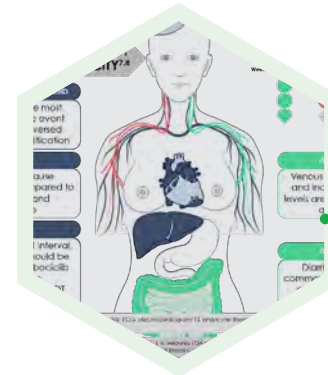
The guidance was disseminated through a dedicated, on-demand, disease-focused **Learning Zone on Medthority** ([www.medthority.com](http://www.medthority.com)), a digitally advanced source of credible and independent scientific information.

The independent Learning Zone was **launched to coincide with a major congress** and supported with a multi-channel awareness campaign to reach relevant multi-disciplinary teams globally.

### 3-MINUTE EXPERT COMMENTARY SOUNDBITES



### INFOGRAPHICS TO SIMPLIFY COMPLEX CONCEPTS



### EXPERT INTERVIEWS & DEEP-DIVE VIDEOS



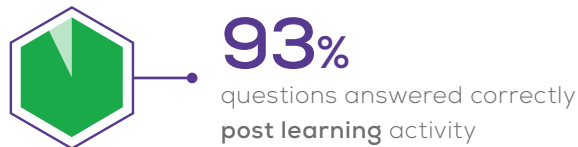
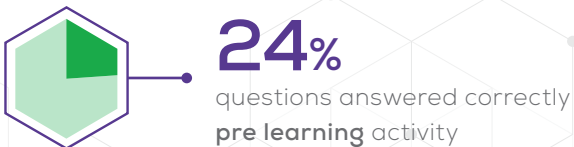
### INTERACTIVE BEHAVIOURAL CASE STUDY LEARNING MODULES



## Results WITHIN 3 MONTHS OF LAUNCH:



Assessments showed significant increase in competencies aligned to guidance in the learning modules:



It has been my pleasure working with EPG Health on the CDK4/6 inhibitor modules, the staff have been accommodating, responsive, and professional. These modules represent the application of best evidence and expert opinion on real world cases."

**DR GREGORY VIDAL, MD, PHD**

Medical Oncologist at West Cancer Center and Research Institute and Associate Professor at the University of Tennessee Health Science Center, USA



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## Get in touch

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+44 (0)1892 526 706

contact@epghealth.com

www.epghealth.com