Extending the reach and lifespan of live events

Using a third-party platform in the multichannel mix for virtual symposia

## **KEY INSIGHT**

In 2019 (pre COVID) 35% of HCPs wanted pharma to fund online access to symposia, while only 9% of pharma stated this was a focus for them

The Evolving Role of Websites for Healthcare professionals (2019): Chapter 6 – Credibility and Trust

# **Background**

With a growing body of evidence surrounding patient experience, our pharma customer planned to communicate the progression of treatment approaches with two symposia at a major European congress in May 2020.

Due to COVID-19, the congress became virtual at short notice, but our customer was determined to carry its ethos of "Digital Innovation to Improve Patient Care" through both the content and its delivery.

# **Objectives**



**Maximise** attendance of

Neurologists for two virtual symposia



Extend the reach

post-event with ondemand access via the organiser's congress hub



Maximise engagement

with key educational messages via enduring materials on a third-party platform



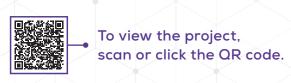
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## **Solution**

In collaboration with the global medical and digital team leads, EPG Health, an IQVIA business executed a multichannel communication plan to drive HCP engagement before, during and after congress. Paying special attention to preferred lexicon, the UK pharma code and digital best practice, EPG Health:

- Created an area within the Neurology Hub on EPG Health's website
   Medthority (www.medthority.com) a digitally advanced source of
   credible and independent scientific information that was dedicated
   to the symposia, with an invitation to register
- Shared daily posts with HCPs during the congress to promote on-demand access via the congress Event Zone
- Chunked symposia recordings into thirteen short videos, each capturing key educational messages
- Developed downloadable infographics for key content
- Hosted enduring materials on Medthority, promoted through a multichannel HCP outreach campaign





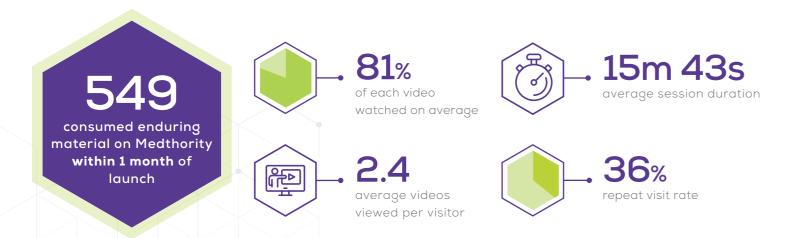
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### **Results**





(Supported by HCP outreach from Medthority)



View case studies for other projects with congress activities and enduring materials >

The results look great. So very interesting.
And [EPG Health] provided a great framework!
They were good to work with."

#### KATHLEEN CURNOW

Director, Global Medical Affairs

"EPG Health created web pages within their Neurology Hub on Medthority, with a teaser to register for two symposia. They then repurposed symposia recordings, each capturing key educational messages and developed downloadable infographics for key content. We were pleased to work with EPG Health."

#### TOMMY KOK ANNFELDT

Associate Director, Digital Third Party Media and Innovations

### Get in touch

For further information about solutions related to live or virtual meetings and enduring materials, contact us.

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