

Preparing to launch a first in class biologic

# A series of strategic educational publications with audience insight polls



## KEY INSIGHT

**95%** of HCPs demand bite-sized, short-form articles

**78%** also want infographics

[The Evolving Roll of Websites for Healthcare Professionals \(2019\): Chapter 5 – Content Type and Format](#)

## Background

Ferring acquired the biotechnology company Rebiotix in April 2018. **In clinical development, they had a potential, innovative new treatment** for the prevention of recurrent bacterial infections, typically treated with antibiotics.

With a limited budget, Ferring sought to **educate HCPs around the importance of improving care** in an area of medicine that had been under-resourced, lacking medical education for HCPs and failing to adequately support patients.

## Objectives



### Reach

gastroenterologists, infectious disease specialists and GPs globally



**Highlight** the important of prevention, supported by evidence of increasing incidence, severity, cost and poor patient outcomes over the past 30 years



**Evidence** how unmet patient needs may be addressed in the future



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## Solution

In collaboration with Ferring, EPG Health created a **three-part mini-series of awareness articles** focussing on the importance of good gastrointestinal health, the burden of disease and addressing unmet needs.

With the first launching in October 2020 to coincide with a major congress, each 750 to 1,000-word article:

- Was chunked into bite-sized sections aligned to a series of **key educational messages**
- Used a variety of **innovative digital content optimisation techniques** through SEO, journalistic medical writing style, referencing, imagery and tagging

- Was accompanied by an audience poll of 3 to 5 questions which would provide Ferring with audience insights aligned to the key educational messages
- Featured prominently in the news and insights area on **EPG Health website Medthority** ([www.medthority.com](http://www.medthority.com)), a digitally advanced source of credible and independent scientific information
- Launched sequentially with on-site signposting and an **outbound communications campaign**

### Bite-sized article

### Infographics

### Audience Polls



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EPG HEALTH

FUNDED BY



## Results IN ONE MONTH:

1,650

average views  
per article



8.78

average pages  
per session



3m 32s

average session  
duration



20%

return visitor rate



>100

poll responses  
provided valuable  
insight into HCP  
needs and behaviour



EPG Health were able to create focused and comprehensive articles to include all key points discussed. The poll questions were very good and we have enjoyed working with the team on this project."

GLOBAL MEDICAL DIRECTOR

Ferring

## Get in touch

For further information about solutions that support digital consumption of Key Educational Messages, contact us.

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