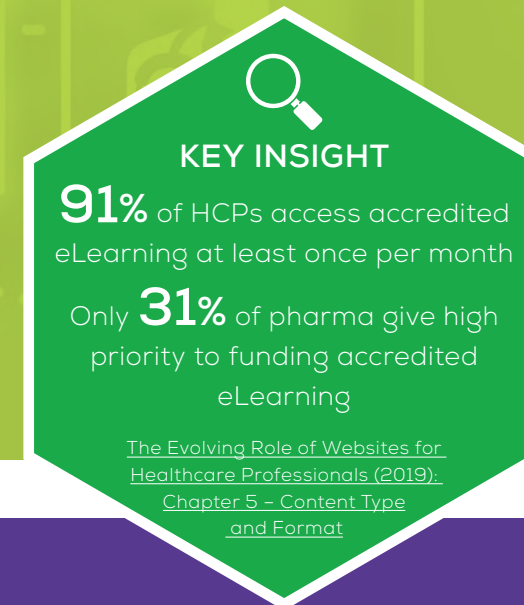


Replacing a live symposium for delivery of new data and guidelines

Delivering EACCME® accredited eLearning with a world leading faculty



KEY INSIGHT

91% of HCPs access accredited eLearning at least once per month

Only **31%** of pharma give high priority to funding accredited eLearning

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

Background

EPG Health had been instructed by Novartis to run an accredited symposium **sharing new data and guidelines** related to a pending indication. Travel restrictions imposed during COVID-19 meant an alternative solution was needed quickly.

Objectives



Novartis sought to fund **independent deep dive learning with support from world leading experts.**

HCPs required an interactive activity with clear learning objectives aligned to prevalence, clinical presentation, quality of life, comorbidities, disease severity, diagnosis and the science behind treatment pathways for a new class of product.



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Solution

With a swift change of scope, EPG Health designed the framework for a sixty-minute module consisting of three chapters.

A faculty of three world-renowned dermatology experts were secured and briefed to focus on Key Educational Messages, articulated through an interactive blend of videos, slides and questions.

Reviewed and endorsed by a leading expert and EACCME® accredited, the eLearning activity was live in 2 months on EPG Health's website Medthority (www.medthority.com), a digitally advanced source of credible and independent scientific information.

A tailored, multichannel communications campaign invited HCPs to participate.



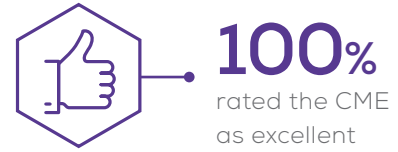
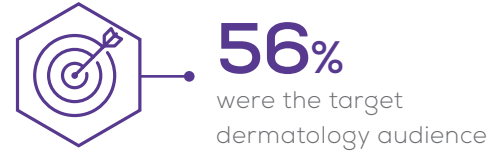
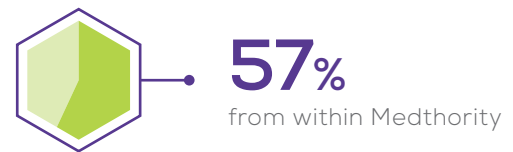
To view the project, scan or click the QR code.

[View case studies for other projects introducing new products, data and guidelines >](#)

Results

WITHIN 3 MONTHS OF LAUNCH:

1200 HCPs responded:



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I must congratulate you for the excellent work you have done. I reviewed the CME module and I think it is perfect. I don't have any comments. Your work will bring a lot of insight in understanding childhood psoriasis."

EFSTRATIOS VAKIRLIS MD
Dermatologist-Venereologist, Assistant Professor at Aristotle University School of Medicine, Greece

Get in touch

For further information about options for accredited and non-accredited learning activities, contact us.

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