

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)**, 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

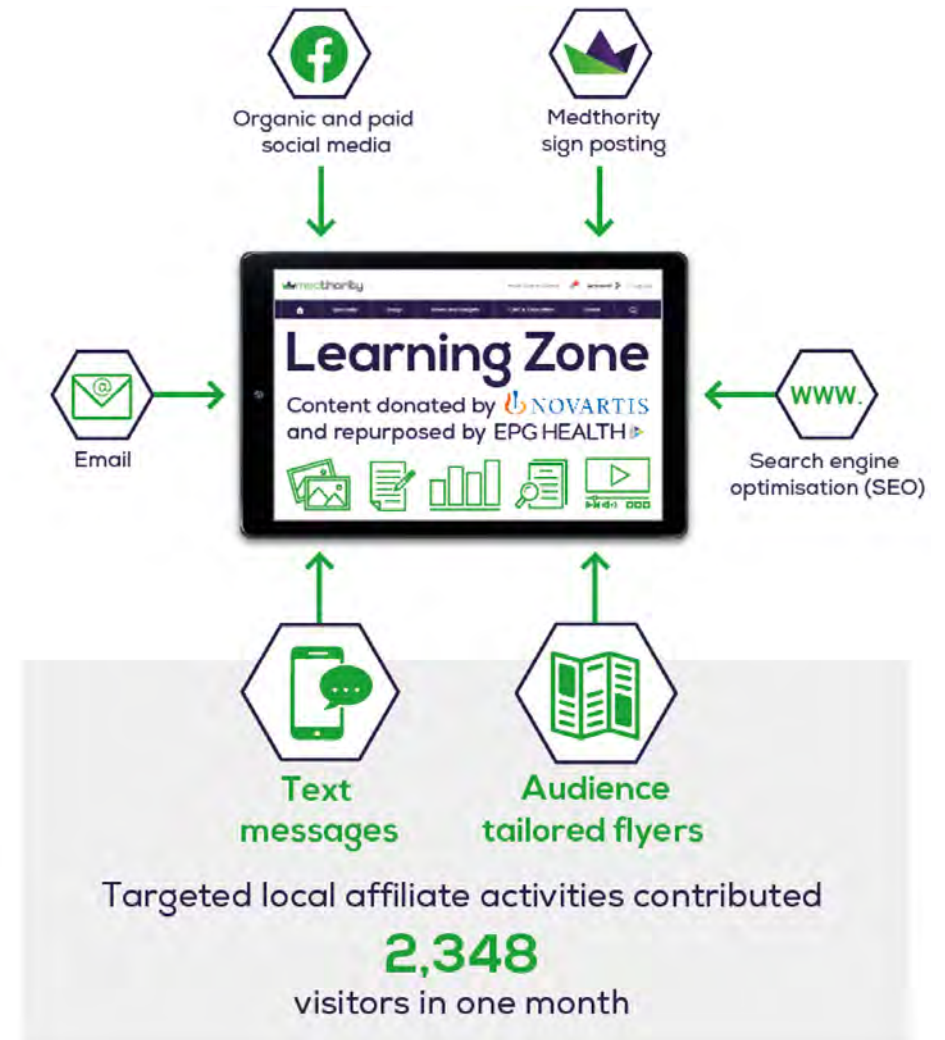


To view the project, scan or click the QR code.

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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