

Re-igniting focus on unmet patient needs in emerging markets

A meet the expert webinar with case-based discussion and Q&A



KEY INSIGHT

In 2019, **76%** of physicians stated they wanted webinars for clinical content and **52%** of pharma said they supported webinars

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

Background

With an **established medicine portfolio** in neuroscience, Novartis wanted to help support **focus on unmet patient needs, especially in emerging markets.**

A live, interactive and expert-led activity was favoured, however, **due to COVID-19, an on-site peer-to-peer activity would not be possible.**

Objectives



A cost-effective way to reach specialists globally with a **focus on APAC region**



Engage audience with expert, opinion-led, **peer-to-peer** conversation



Focus on patient unmet needs and management through **case-based** discussion



A meet the expert webinar with case-based discussion and Q&A

Solution

With funding from Novartis, EPG Health secured two leading experts to chair an **interactive, 'meet the expert' style webinar**.

Registrations were **invited through a multichannel pre-awareness campaign**, including opinion leader teaser videos on social media, with further information and an 'ask the expert' function on **EPG Health's HCP website Medthority (www.medthority.com)**, a digitally advanced source of credible and independent scientific information.

The thirty-minute webinar included **discussion around the diagnosis, treatment and future of 'Emily', a virtual patient**.

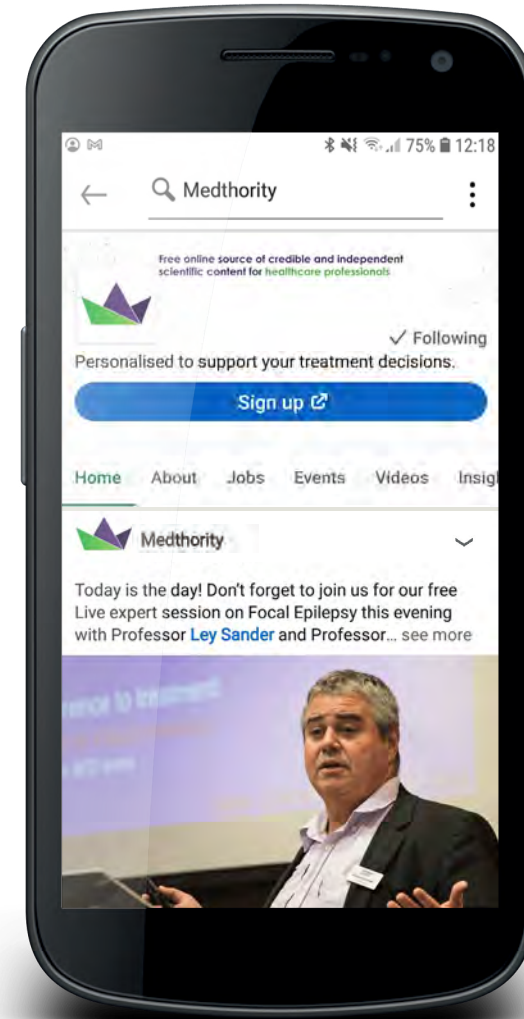
Aligned in their views, the experts presented a strong and consistent message backed by evidence.

During a **ten-minute Q&A session**, the faculty selected and addressed six audience questions posed before and during the webinar.

Post-event, EPG Health **chunked the webinar into a series of videos with on-demand access** via an independent, disease-focused channel on the Medthority website. The videos were **launched with a multichannel outreach campaign**.



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



Results



WITHIN 3 MONTHS OF THE LIVE WEBINAR:



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I worked with EPG Health in October to create an independent webinar in focal epilepsy. EPG Health were professional and supportive throughout the process. It was a pleasure working with them and the content will no doubt help focal epilepsy HCPs receive quality content on effective diagnostic, treatment and management strategies."

LEY SANDER

Professor of Neurology and Clinical Epilepsy and Honorary Consultant Neurologist at University College London Hospitals

Get in touch

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