

Product differentiation without head-to-head data

Peer-to-peer, opinion-based guidance and assessment



KEY INSIGHT

64% of of HCPs seek information online about new data every week

[The Evolving Role of Websites for Healthcare Professionals \(2019\): Chapter 1 & 2 – Types of Websites and Their Roles](#)

Background

In a fast-moving area of medicine, Eli Lilly's product was the last to market of three in a class of oncology drugs.

With no head-to-head trial data on which to base claims about the benefits, Lilly would **establish and differentiate its product through independent educational activities** based on expert opinion.

Objectives

FUND CREDIBLE, COMPLIANT, INDEPENDENT, INTERACTIVE AND ON-DEMAND LEARNING TO:



• **Reach** multi-disciplinary teams in Europe and US



• **Support HCP treatment decisions** through practical, expert guidance



• **Address knowledge gaps** in patient identification, stratification, drug selection and application



• **Capture insight** into HCP knowledge, behaviour and views



Solution

With an educational grant supplied by Lilly in October 2019, EPG Health acted very quickly to coordinate an end-to-end programme, starting with a **roundtable discussion at a major international congress** in the December (just two months later).

An **international faculty of seven leading experts** was created to build consensus around a series of statements and scenarios related to “Right treatment, right patient, right time”. This included **product differentiation based on published data and real-world experience**.

Using output from the meeting and a steering committee of three experts, EPG Health produced:

- 3-minute expert commentary soundbites
- Expert interviews and deep-dive videos
- Interactive behavioural case study learning modules
- Infographics to simplify complex concepts

The content was divided into **four key learning streams**, each with its own peer-to-peer commentary:

1. Treatments and data
2. Application in the patient setting
3. Expert opinion
4. Interactive patient cases

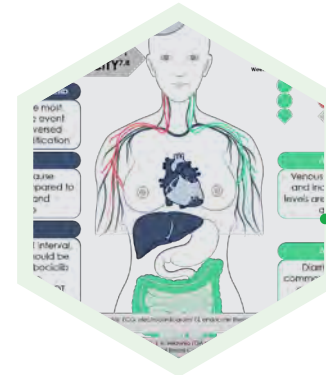
The guidance was disseminated through a dedicated, on-demand, disease-focused **Learning Zone on Medthority (www.medthority.com)**, a digitally advanced source of credible and independent scientific information.

The independent Learning Zone was **launched to coincide with a major congress** and supported with a multi-channel awareness campaign to reach relevant multi-disciplinary teams globally.

3-MINUTE EXPERT COMMENTARY SOUNDBITES



INFOGRAPHICS TO SIMPLIFY COMPLEX CONCEPTS



EXPERT INTERVIEWS & DEEP-DIVE VIDEOS



INTERACTIVE BEHAVIOURAL CASE STUDY LEARNING MODULES

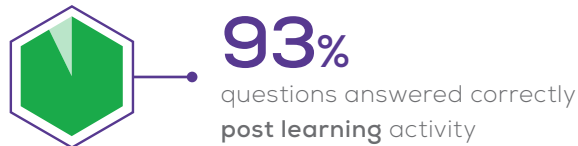


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Results WITHIN 3 MONTHS OF LAUNCH:



Assessments showed significant increase in competencies aligned to guidance in the learning modules:



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It has been my pleasure working with EPG Health on the CDK4/6 inhibitor modules, the staff have been accommodating, responsive, and professional. These modules represent the application of best evidence and expert opinion on real world cases."

DR GREGORY VIDAL, MD, PHD

Medical Oncologist at West Cancer Center and Research Institute and Associate Professor at the University of Tennessee Health Science Center, USA



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