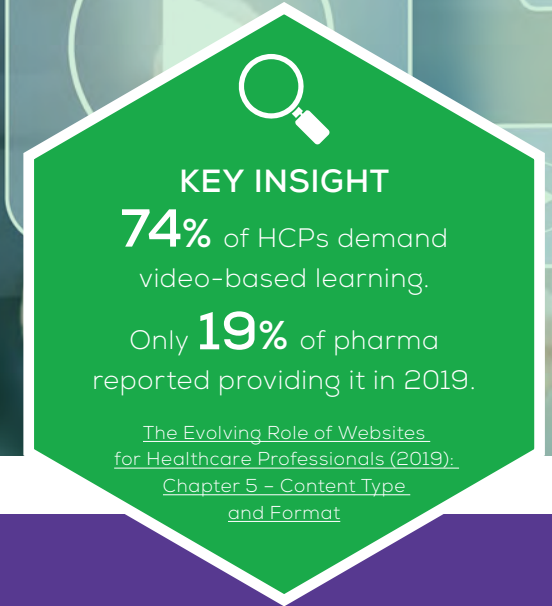


Re-engaging an audience with an established platform

Chunking a KOL interview into a video series for increased engagement



KEY INSIGHT

74% of HCPs demand video-based learning.

Only **19%** of pharma reported providing it in 2019.

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

Background

Since 2018, Pfizer had been sponsoring a disease focused Learning Zone on EPG Health's website Medthority (www.medthority.com), a digitally advanced source of credible and independent scientific information.

In 2020, the EPG Health team identified further opportunities to enhance the educational potential of the Learning Zone and, with a **new treatment pathway** on the horizon for Pfizer, introduced a concept to **re-engage Learning Zone users with fresh content**.

Objectives



→ **Re-engage** dermatologists and GPs globally



→ **Drive interaction** with the existing Learning Zone



→ **Raise awareness** of clinical study data around a new treatment pathway



→ **Build HCPs' trust** with credible new content



Chunking a KOL interview into a video series for increased engagement

Solution

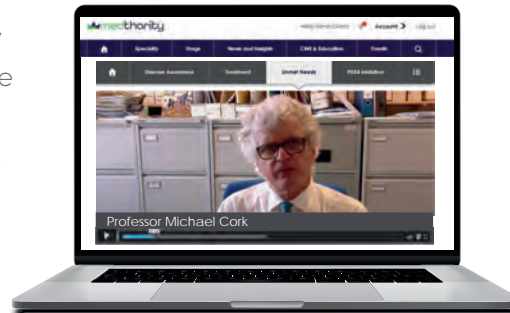
EPG Health secured the lead author from a pivotal clinical study to participate in an interview focusing on questions he often faced from his community. Topics included disease awareness, treatment, unmet needs and opportunities for potential new treatments.

Interview footage was edited and chunked into fourteen bite-sized, topic-focused clips of a few minutes each. They were supplemented by deeper dive medical content created by EPG Health, including infographics and images to explain complex topics.

Arranged to create a logical customer journey and optimise viewing sessions, the videos were housed prominently in the Learning Zone and launched with a multichannel communications outreach campaign.



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



Results

14,444

Learning Zone page views in three months from launch



80.5% viewed the new KOL videos



6.8 pages per session indicated users experienced additional content within the Learning Zone

[View case studies for other projects leveraging multimedia and multichannel >](#)

Get in touch

For further information about solutions that use valuable content to grow and sustain HCP engagement over time, contact us.

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