

Improving the ROI for enduring content from a symposium

Working with a medical communications agency to amplify the reach of their client's content



KEY INSIGHTS

82% of HCPs consider **global, independent medical websites** 'important' or 'very important' for accessing scientific information (compared to 52% for pharma educational sites).

92% of HCPs attribute value to recordings from scientific meetings, while **only 35% of pharma** consider it a high priority to provide these.

87% of HCPs have demand for short videos

The Gaps Between HCP Demand and Pharma Supply of Medical Information, (2021)

Background

With a growing number of healthcare professionals (HCPs) unable to attend symposia due to work, time or travel restrictions, it is important to consider how to support them, via their preferred channels, at a time that suits them.

BOLDSOURCE, a medical communications agency was seeking innovative ways to extend the life, audience reach and ROI for their pharma client's symposium content.

Objectives



Reach and engage oncologists, nurses and other HCPs involved in the care of patients with breast cancer



Extend the life and value of scientific meeting materials on behalf of an agency partner



Educate HCPs about risk considerations for HER2+ early breast cancer and current strategies for reducing risk of recurrence



Solution

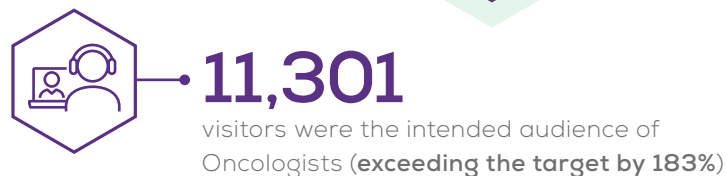
Commissioned by the medical communications agency, BOLDSOURCE, EPG Health's scientific services team reviewed video materials from the symposium, providing advice on **editing them, for optimal digital consumption and key educational message delivery**. With support from EPG Health, an IQVIA business, **six bite-sized symposium videos** were provided. They were hosted within the breast cancer section of the Oncology Hub on Medthority (www.medthority.com), EPG Health's independent medical website.

The symposium page provided a gateway to related educational content on Medthority, creating **onward journeys for deeper learning**. Upon publication, the enduring materials were supported with **targeted multichannel outreach campaigns**, which included compliant organic and paid **social media** activities, **email** campaigns and **online notifications** on the Medthority website.



Results

WITHIN 6 MONTHS OF THE ENDURING CONTENT BEING PUBLISHED ON MEDTHORITY:



We supplied EPG Health with symposium recordings on behalf of our pharma client. The content was well-presented within the Medthority Oncology Hub. It was easy for HCPs to access and digest the key educational messages within the short videos. By collaborating with EPG Health, we were able to achieve a far greater global reach of HCPs than expected, targeted by speciality. The EPG Health team were easy to work with, which made it a pleasure for us to partner with them."

YASMIN GRANT

Chief Operating Officer & Co-Founder at BOLDSOURCE

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Get in touch

For further information about solutions that repurpose existing content to engage HCPs on Medthority, contact us.

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