



Meeting the needs of HCPs and pharma

Delivering scientific information with impact



An EPG Health global survey of 291 healthcare professionals, 134 pharma execs and 109 service providers, conducted in 2023 to steer the future of HCP engagement impact

Top rated channel for accessing scientific content

#1 Independent medical websites
 74% of HCPs rate them **critical / very important** and are **7x more likely** (in USA and Europe) to select independent over pharma websites. However, ...

47% of pharma expect budget increases for their own educational websites in 2024, versus only **40%** for third-party, despite most stating greater impact from Independent Medical Education (IME)

EPG Health publishes the independent HCP platform Medthority (www.medthority.com):

- A learning and decision support tool
- EFPIA, ABPI and GDPR compliant
- High proportion of KOL-led content
- Global audience
- Award-winning
- No advertising

Trusted by HCPs, Medthority contains **over 40 Industry-funded**, disease or condition focused [Learning Zones](#).

Top 5 information types

HCPs want better access to:

78% guidelines for patient management and treatment
73% diagnosis information
61% accredited learning activities (CME)
61% clinical trial information
55% disease or condition information (versus **45%** for product and prescribing information)

48% of pharma give 'high priority' to disease information versus **64%** for brand

Content on Medthority is led by HCP demand and surfaces all of their top 5 information types.

Treatment guidelines, clinical trial data and other important reference materials are conveniently curated from reputable sources. These provide context and positioning for **deeper-dive disease information**, including:

- Sponsored collaborative programmes
- Independent Medical Education (IME)
- Grant-funded CME programmes

Convenience is key

HCPs' preferred content formats

#1 94% demand short-form text, fast facts
#2 91% demand short videos (under 5 minutes)

>80% value infographics, modular / interactive learning and quizzes, and downloadable content

HCPs primarily consume medical information ...



2 in 3 Increasing to consuming webinars, congress output and CME at home

This increases to **24%** for podcasts, which **48%** of HCPs consider 'very important' but only **23%** of pharma give high priority to

Catering to the needs and preferences of time-poor HCPs, Medthority cuts through the noise and **advances engagement opportunities** for pharma.

It supports convenient consumption of information with:

- Bite-sized content
- Interactive formats
- Downloadable infographics
- Key actionable takeaways
- User-centric web design

Optimised for mobile access anywhere and on the move, Medthority provides a **personalised user-dashboard** and leverages **advanced AI technology** to ease discovery of the most relevant medical information, on demand, including:

- [Learning Zones](#)
- [eLearning and CME](#)
- [Webinars](#)
- [Podcasts](#)
- [Congress highlights](#)
- [Symposia recordings and enduring content](#)

Typically expert-led and designed to support **bite-sized learning over several visits**, such content is effective at engaging and re-engaging HCPs to fulfil **identified educational needs**.

Virtual access to congresses and their output

In 2022 / 23, HCPs attended

>2x more congresses online than they did in person considering in-person and virtual equal for learning

81% have 'high demand' for key topic takeaways from events they did not attend

Only **49%** of pharma support the provision of key takeaways to non-attendees

From on-site and live streamed symposia to on-demand access, EPG Health delivers multichannel solutions to **build and sustain an audience before, during and after an event**.

Timely, engaging and digestible, [congress highlights](#) hosted on Medthority **expand access to key takeaways** for a larger and broader audience, far beyond the event.

Embracing channel integration

The rise of social media

41% HCPs consider social media **very important** for accessing scientific content and **40%** do so daily via **Facebook**
 Only **27%** of pharma consider social media very important

The rise of MSLs

#1 MSLs replace sales force as pharma's most important channel

>1/2 of pharma consider **channel integration** a challenge, with **64%** having primarily isolated channels

Bespoke, multichannel communications campaigns support every Medthority programme, easing discovery for intended audiences and nurturing meaningful engagement.

Mainstream social media channels (as well as email, search campaigns and dashboard notifications), are used to **drive targeted messaging for personalised outreach and re-engagement activities**.

EPG Health can also provide industry sponsors with **tailored support and collateral to integrate MSL activities** with their Medthority programmes.

#1 top strategic priority for pharma in 2024 is Insight into HCP needs and behaviour

#2 is customer experience and #3 is digitising content

2/3 find it a major challenge to demonstrate behavioural impact and outcomes

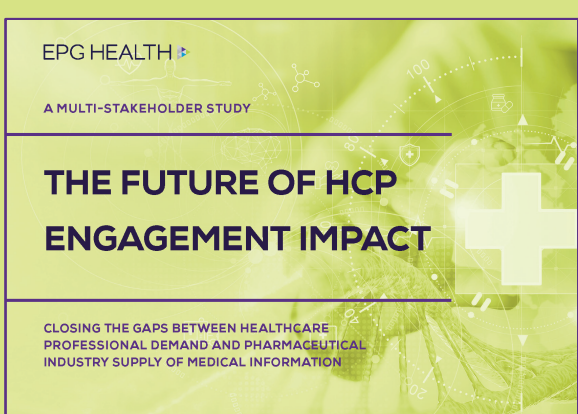
80% do not measure knowledge gain or impact in clinical practice for most activities

Only **20%** say data insights are comprehensively collated and acted upon

EPG Health is uniquely placed to support pharma's top 3 strategic priorities. Using our **Impact Outcomes Framework** for educational programmes on Medthority, **we assess meaningful impact on HCP knowledge, competence, confidence and performance in clinical practice**.

Aligned to learning objectives, impact assessments deliver not only engagement metrics, but evidence of:

- Progress through stages of learning
- Validity of educational design
- Fulfilment of learning objectives
- Knowledge gain and behaviour change
- Ongoing medical education needs

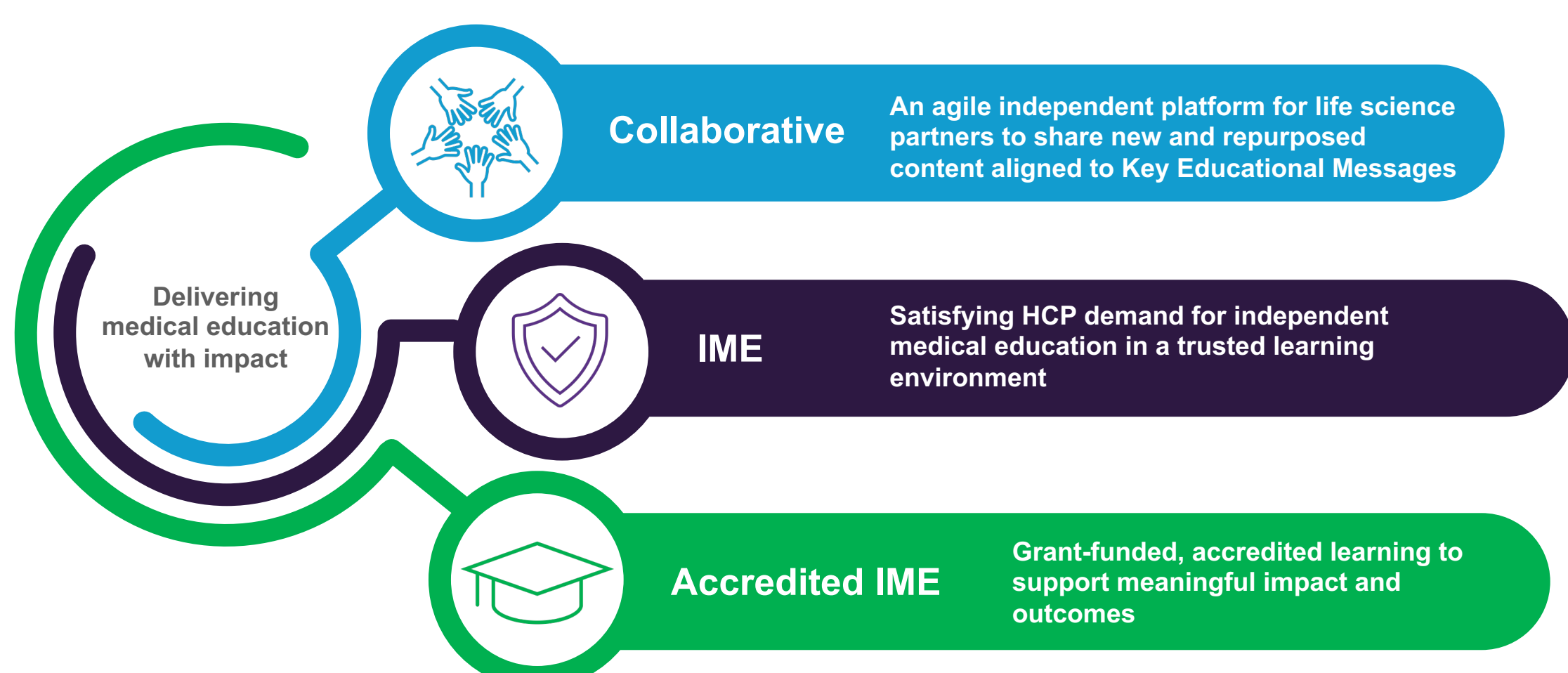


Benchmark your HCP engagement approach and steer tactical plans with 73 pages of valuable insight into the latest trends, challenges and future outlook.

[Download the full research report](#)

EPG Health's independent, multi-stakeholder market research helps us **understand evolving needs and provide the best possible service** to our HCP audience and pharmaceutical customers. As a service to the industry, we make these reports freely available.

EPG Health: Meeting HCP and pharma needs with Medthority educational programmes

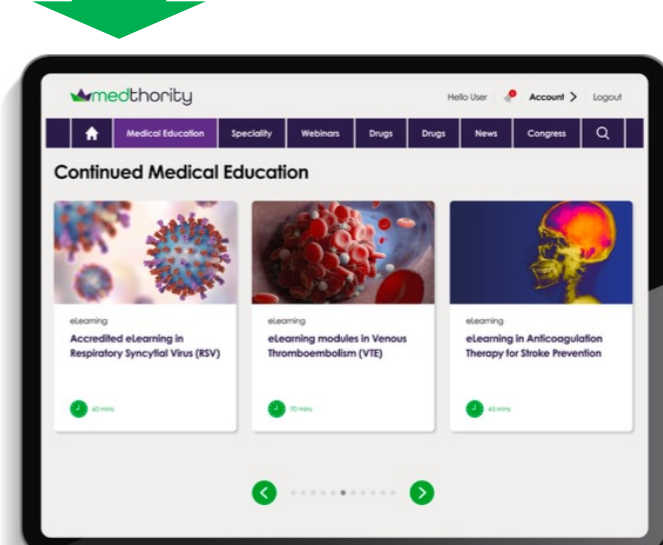


REACH, ENGAGE & MEASURE

Driving impactful HCP engagement with Medthority

Making an impact

EPG Health is the publisher of Medthority, a trusted online learning environment, providing convenient access to behaviour-changing medical education that supports disease management and treatment decisions for better outcomes.



94% of Medthority users say it has provided them with new understanding, skills and capabilities

85% believe Medthority has enabled them to improve outcomes for their patients

For further information:

Visit: www.epghealth.com
 Email: contact@epghealth.com