

Building and sustaining HCP engagement within an established portal

# A long-standing bi-weekly podcast series with KOL moderator, society collaboration and expert guests



## KEY INSIGHT

**72%** of HCPs have a high/medium demand for podcasts

**51%** consider podcasts an important source of scientific information

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

## Background

Novartis sponsored a successful **disease-focused Learning Zone on EPG Health, an IQVIA business' website Medthority ([www.medthority.com](http://www.medthority.com))**, a digitally advanced source of credible and independent scientific information, and, with **new clinical trial data pending**, was committed to **nurturing ongoing HCP engagement** within it.

Having already introduced a comprehensive range of content, Novartis wanted to try something new. EPG Health suggested podcasts.

## Objectives



**Grow and sustain engagement** with the existing Learning Zone



**Build credibility and trust** with an independent, expert-led activity



**Explore digital innovation** by trialling a new type of activity



# A long-standing bi-weekly podcast series with KOL moderator, society collaboration and expert guests

## Solution

Collaborating with an education charity and an internationally recognised key opinion leader to moderate the activity, EPG Health secured experts to participate in three podcasts initially.

Each expert engaged in conversation with the key opinion leader moderator on a pre-defined topic of interest. The virtual meeting was recorded, edited and uploaded as a podcast to the Novartis sponsored Learning Zone, Apple Podcasts and Spotify. Each podcast was launched with a compliant multichannel outreach campaign, including email, social media and reciprocal links with the charity website.

With all parties impressed by the output, Novartis extended the funding and committed to an ongoing fortnightly podcast series in collaboration with UCARE (Urticaria Centres of Reference and Excellence) as part of their LevelUP educational programme, which aims to educate HCPs worldwide using the best clinical practices via interactive virtual tools.



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



## Results

Within 16 months of the initial launch:



>8,240  
podcast downloads



34  
podcast episodes and growing



16.5x  
HCPs returned on average 16.5 times to access podcasts

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I had the pleasure of working with EPG Health to create a series of independent podcasts. The team were professional and knowledgeable from the outset and the experience was smooth and enjoyable. I look forward to continuing my collaboration. Thank you!"

### PROFESSOR MARCUS MAURER

Professor of Allergy and Dermatology, Director of Research at Charité - Universitätsmedizin Berlin, Associate Director of the Allergie-Centrum-Charité, and Head of the Specialty Clinics at the Dermatological Allergology Laboratory

We have developed a successful collaboration with EPG Health to increase awareness of what we feel is an excellent podcast series and resource to HCPs. The team at EPG Health is characterised by a very professional, efficient and forward-thinking approach. Their dedication to providing engaging and useful information is evident. It is a great pleasure for us to work with this team!"

### REBEKKA LOCKE

Program Manager - UCARE and ACARE Network

## Get in touch

For further information about solutions that build and sustain HCP engagement, contact us.

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