


Re-igniting focus on unmet patient needs in emerging markets

# A meet the expert webinar with case-based discussion and Q&A



**KEY INSIGHT**

In 2019, **76%** of physicians stated they wanted webinars for clinical content and **52%** of pharma said they supported webinars

[The Evolving Role of Websites for Healthcare professionals \(2019\): Chapter 5 - Content Type and Format](#)

## Background

With an **established medicine portfolio** in neuroscience, Novartis wanted to help support **focus on unmet patient needs, especially in emerging markets.**

A live, interactive and expert-led activity was favoured, however, **due to COVID-19, an on-site peer-to-peer activity would not be possible.**

## Objectives



A cost-effective way to reach specialists globally with a **focus on APAC region**



Engage audience with expert, opinion-led, **peer-to-peer** conversation



**Focus** on patient unmet needs and management through **case-based** discussion



# A meet the expert webinar with case-based discussion and Q&A

## Solution

With funding from Novartis, EPG Health, an IQVIA business, secured two leading experts to chair an **interactive, 'meet the expert' style webinar**.

Registrations were **invited through a multichannel pre-awareness campaign**, including opinion leader teaser videos on social media, with further information and an 'ask the expert' function on **EPG Health's HCP website Medthority ([www.medthority.com](http://www.medthority.com))**, a digitally advanced source of credible and independent scientific information.

The thirty-minute webinar included **discussion around the diagnosis, treatment and future of 'Emily', a virtual patient**.

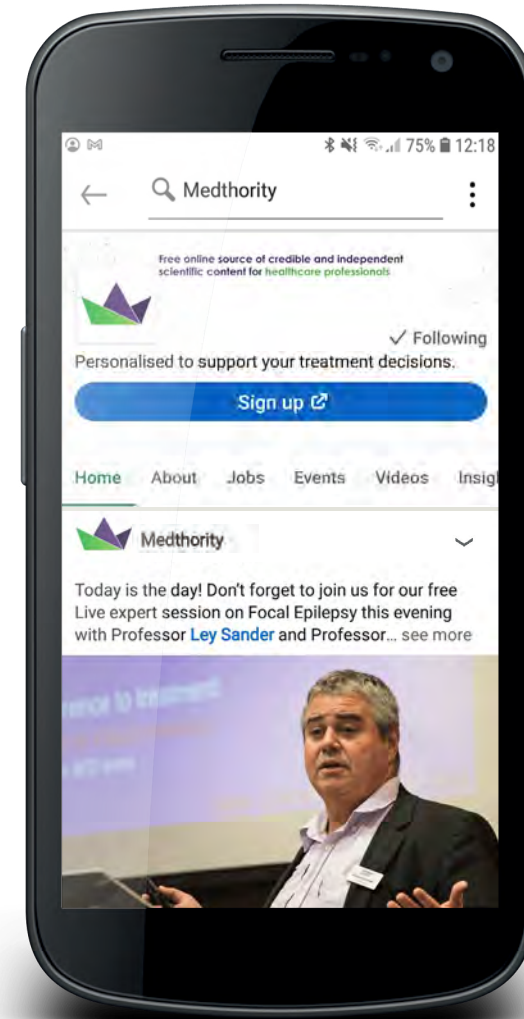


To view the project, scan or click the QR code.

Aligned in their views, the experts presented a strong and consistent message backed by evidence.

During a **ten-minute Q&A session**, the faculty selected and addressed six audience questions posed before and during the webinar.

Post-event, EPG Health **chunked the webinar into a series of videos with on-demand access** via an independent, disease-focused channel on the Medthority website. The videos were **launched with a multichannel outreach campaign**.



## Results



WITHIN 3 MONTHS OF THE LIVE WEBINAR:



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I worked with EPG Health in October to create an independent webinar in focal epilepsy. EPG Health were professional and supportive throughout the process. It was a pleasure working with them and the content will no doubt help focal epilepsy HCPs receive quality content on effective diagnostic, treatment and management strategies."

**LEY SANDER**

Professor of Neurology and Clinical Epilepsy and Honorary Consultant Neurologist at University College London Hospitals

## Get in touch

For further information about live and on demand webinar solutions, contact us.

+44 (0) 1892 577 706

contact@epghealth.com

www.epghealth.com

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