

Extending the reach and
lifespan of live events

Using a third-party platform in the multichannel mix for virtual symposia



KEY INSIGHT

In 2019 (pre COVID) **35%** of
HCPs wanted pharma to fund
online access to symposia, while
only **9%** of pharma stated
this was a focus for them

[The Evolving Role of Websites for
Healthcare professionals \(2019\):
Chapter 6 - Credibility and Trust](#)

Background

With a growing body of evidence surrounding patient experience, our pharma customer **planned to communicate the progression of treatment approaches with two symposia** at a major European congress in May 2020.

Due to COVID-19, **the congress became virtual at short notice**, but our customer was determined to carry its ethos of "Digital Innovation to Improve Patient Care" through both the content and its delivery.

Objectives



Maximise attendance of
Neurologists for two
virtual symposia



Extend the reach
post-event with on-
demand access via the
organiser's congress hub



Maximise engagement
with key educational
messages via enduring
materials on a third-party
platform



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Solution

In collaboration with the global medical and digital team leads, EPG Health, an IQVIA business executed a **multichannel communication plan to drive HCP engagement before, during and after congress**. Paying special attention to preferred lexicon, the UK pharma code and digital best practice, EPG Health:

- Created an area within the Neurology Hub on EPG Health's website **Medthority** (www.medthority.com) – a digitally advanced source of credible and independent scientific information – that was dedicated to the symposia, with an invitation to register
- Shared **daily posts** with HCPs during the congress to promote on-demand access via the congress Event Zone
- **Chunked symposia recordings into thirteen short videos**, each capturing key educational messages
- Developed **downloadable infographics** for key content
- Hosted enduring materials on Medthority, promoted through a **multichannel HCP outreach campaign**



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



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Results



476

HCPs attended live virtual symposia (similar in number to on-site attendees pre COVID-19)



2,900

viewed the symposia recording on the congress event zone within 5 days

(Supported by HCP outreach from Medthority)



81%

of each video watched on average



15m 43s

average session duration



2.4

average videos viewed per visitor



36%

repeat visit rate



The results look great. So very interesting. And [EPG Health] provided a great framework! They were good to work with."

KATHLEEN CURNOW

Director, Global Medical Affairs

"EPG Health created web pages within their Neurology Hub on Medthority, with a teaser to register for two symposia. They then repurposed symposia recordings, each capturing key educational messages and developed downloadable infographics for key content. We were pleased to work with EPG Health."

TOMMY KOK ANNFELDT

Associate Director, Digital Third Party Media and Innovations

Get in touch

For further information about solutions related to live or virtual meetings and enduring materials, contact us.

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