

Releasing clinical trial data
with medical education

eLearning using video of study authors presenting their data at congress



KEY INSIGHT

64% of HCPs seek new
data via HCP websites at
least once per week

[The Evolving Role of Websites for
Healthcare Professionals \(2019\): Chapters
1 & 2 - Types of Websites and Their Roles](#)

Background

At a major congress in 2019, Pfizer was to **release data from a landmark clinical trial** focusing on preventative medicine in a subset of high-risk patients. With this came the need to educate specialists worldwide about the **detailed considerations of a pharmacological treatment approach** to this cohort of patients.

Objectives



The global medical team granted an **independent, educational programme** for cardiologists internationally. It would use clinical trial data, updated guidelines, real-world evidence and interactive eLearning to **address HCP knowledge gaps** and improve patient outcomes.



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Solution

Having been selected through a competitive request for proposal (RFP) process, EPG Health attended the congress to **film the study authors presenting their data**. With input from an internationally recognised opinion leader, EPG Health edited the footage, delivering **three detailed, interactive eLearning modules** that guided cardiologists through the complex data and real-world examples.

Hosted within a **dedicated Learning Zone on EPG Health's website Medthority (www.medthority.com)**, a digitally advanced source of credible and independent scientific information, the modules had a phased release. Each was steered by results of the previous release and **launched with a multichannel outreach campaign**.

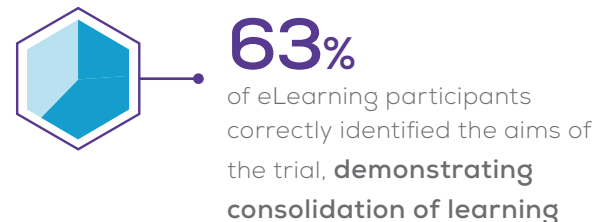
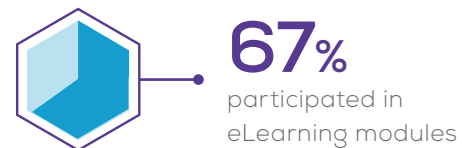
Opinion poll data was shared with Pfizer to steer future education around emerging clinical data.



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

Outcomes

WITHIN 6 MONTHS OF LAUNCH:



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I've been collaborating with EPG Health since 2018 to support independent medical education. The high quality and timely deliverables with follow-up of activities is what makes EPG Health different to other providers. The wide coverage by region and specialty compliments the solutions."

GLOBAL MEDICAL DIRECTOR
Pfizer

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Get in touch

For further information about solutions that reach HCPs with clinical trial data, expert commentary and eLearning, contact us.

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