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EPG HEALTH

Tracking Meaningful Metrics To Understand, Build and Sustain HCP Engagement Online

With a HCP website that uses enterprise technology supported by a digital best practice framework, EPG Health delivers more relevant indicators of impactful engagement.



The intuitive search tool categorises results for convenient and extended browsing

Find disease awareness content and relevant supporting materials

Search available resources...

Learning Zone	Events	News	Drugs	Trials	Guidelines	Journals
407	64	12649	5897	7809	751	8928

36% of site searches result in a visit to a **pharma funded Learning Zone** (more than visit pages for news, drugs, trials, guidelines and journals)

A personalised experience supports content discovery and repeat engagement

'Updates in your area' increase average browsing time by **15 minutes** and drive **52%** of users to Learning Zones

Welcome back Your account >

25 Updates in your area of interest View event	10 Articles your peers are looking at View event	12 Bookmarks saved View event	8 Days to your next event View event
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'Articles your peers are looking at' increase average browsing time by **17 minutes**

>**20%** users interact with personal dashboard features, driving:

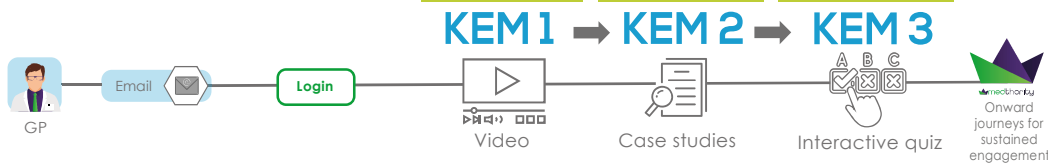
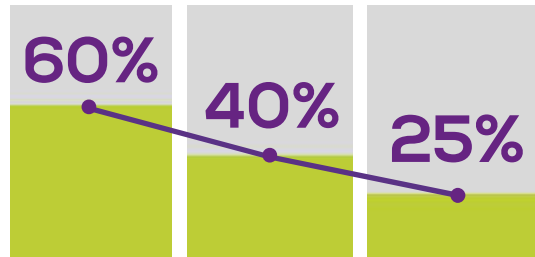
800% increase in total pages consumed

41% return visits within 30 days

20% return visits within 7 days

Optimising content and journeys for digital increases key message consumption

Designing journeys through **Key Educational Messages (KEMs)**, while tracking the percentage of users that consume them, provides a meaningful indicator of engagement.



Surfacing key messages early in the page, with the content chunked and optimised for digital consumption, helps to ease discovery, **driving longer page scrolls and onward journeys.**

74% visitors consume

1/4 page
(the key message)



>1/2 click through to other pages

56% visitors consume

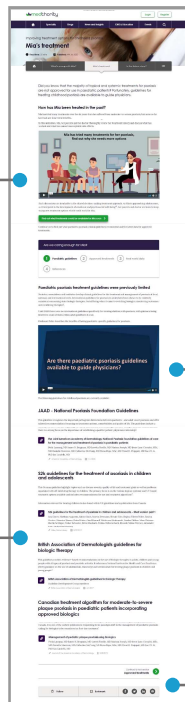
1/2 page
(additional detail)

26% visitors consume

3/4 page
(links to related content)

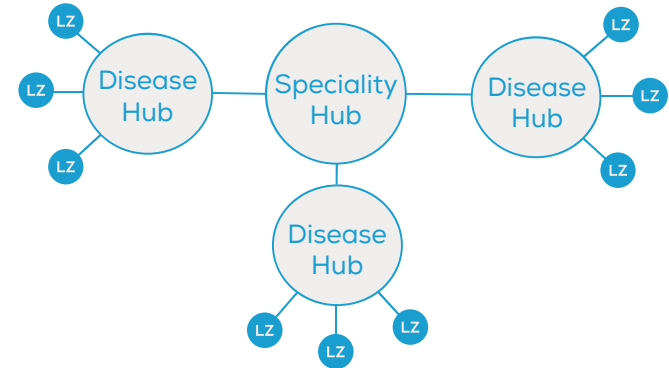
7% visitors consume

Full page
(references)



Site structure creates high traffic gateways to valuable content

28% of users are driven from **hubs** to **pharma funded Learning Zones** (versus 9% from the homepage)



Learning Zones account for 54% of all pageviews (while 46% visit other content including news, drugs, journals, guidelines and clinical trials)

REACH, ENGAGE & MEASURE with...

medthority

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Contact us for a 15 minute website demo and overview

contact@epghealth.com