

Driving HCP adoption:

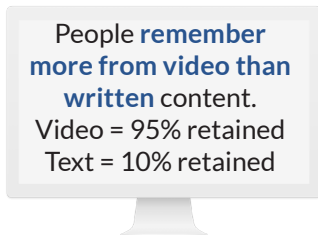
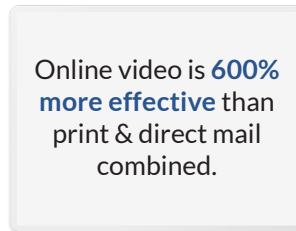
A brand manager's guide to digital peer-to-peer engagement and education



www.platformqhealth.com/industry-digital-solutions

Online video has always been an important complement to larger engagement strategies, and has been proven to expand reach. As companies seek to stand out amid the crowd of digital offerings, they need to continually innovate to stay in the game.

The Power of Video is Well-Documented.¹



Create a consistent, ongoing video engagement strategy that will propel your brand forward and drive more meaningful engagements and better ROI.

Content is King, Engagement is Queen

Meaningful, informative content is without a doubt the most important ingredient in a successful engagement strategy.

Leverage your peer-to-peer education to drive more meaningful engagements throughout your brand journey – whether branded or unbranded, from pre-launch to launch, to target and educate specialists or supporting HCPs.

Get more from your approved speaker content by creating engaging video that can be cut into shorter chapters, leveraging a variety key opinion leaders and more. Creating an ongoing series of new & compelling video education that engages HCPs online, propels your brand forward, and drives more meaningful engagements and ROI.

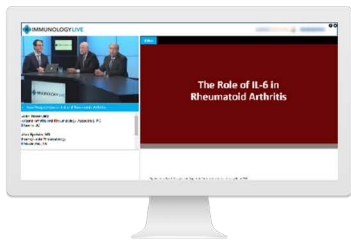
How you deliver this content will ultimately make or break your plans and/or launch. After 10 years and thousands of interactive video programs, we are going to share some essential insights.

An HCP that engages with two or more different promotional programs within a brand's campaign is **4 times more likely** (24% vs 6%) to change behavior than an HCP who viewed only one promotion.²

Consistently Deliver Meaningful Education to Targeted HCPs in Different Formats

There is so much noise in the marketplace for HCPs. With the average clinician needing multiple touchpoints to change behavior, it's crucial to immerse HCPs through a consistent, multi-faceted strategy instead of a single program. As conference and rep-driven engagement become less reliable, digital touchpoints must increase to meet this demand.

Leverage your content in various formats to remain a consistent voice for your customers – across time and throughout the brand journey. For example, a leading rheumatoid arthritis therapy deployed more than 50 programs over a 3-year period to successfully drive adoption with targeted HCPs.



Unbranded Disease-State Education
Q3 - Q4 2019



Post-Approval PI Education
Q1 - Q2 2020



Branded Post-OPDP Education
Q3 - Q4 2020



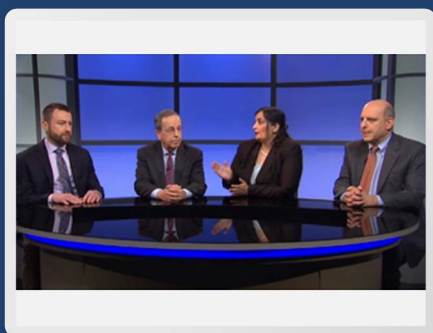
Mid-Level Prescriber Education
Q1 - Q2 2021

Leverage a Variety of Video Production Formats

To ensure consistent messaging and brand experience, leverage a variety of video formats in your peer-to-peer programs. Professional studio-based programs are great when a teleprompter is necessary, or for key programs. Studio 'inserts' allow KOLs to maintain social distance and achieve a highly produced program with limited travel. Education delivered via webcam allows you to schedule regular touchpoints with various KOLs over time, no travel required.

Choose the approach that works best for your brand, from a monthly webinar series to weekly Q&A with your reps.

Professionally-Produced Studio



Multiple Speakers on Webcam



Single Speaker on Webcam



Encourage Consumption with a Great User Experience

Delivering your content on a platform with a great UX allows you to put the HCP back in the driver seat – they choose when and how to participate and allows you to drive multiple user-driven engagements. Think about your audience – HCPs are increasingly busy – and design your programs with them in mind. **Optimize the UX to maximize your engagement!**

Ease of Use Encourages Participation

An intuitive UX is important to encourage HCPs to continue to engage with your content. HCPs need to be able to easily navigate to watch videos, download resources, request samples, or RSVP for upcoming broadcasts. A video platform that incorporates compliant interaction (polling, live Q&A) is a great way to increase time in session, encourage participation, and maximize engagements.



Tip: Break down longer programs into chapters for greater on-demand viewing

Ask us how to do this compliantly!



Long- and Short-Form Options Allows “Binge” or “Episode” Viewing

Let HCPs choose if they want to engage a full program or watch a chapter at a time, breaking up longer programs into chapters, allowing HCPs to watch at their own pace. Longer, live broadcasts hold an HCP’s attention surprisingly well, but when viewing on-demand content, most clinicians will actually watch more of a program chapter by chapter.

Breaking full programs into chapters also allows you to remarket unviewed portions to HCPs, ensuring key messages are seen.

Have a Balance of Live & On-Demand Programs

Pairing live and on-demand video education will not only allow HCPs to choose how they’d like to watch your programs, but it will also allow you to get to market faster. Make a splash with each campaign, spotlighting newsworthy brand milestones with a series of live broadcasts. Enduring, on-demand video education serves as a fantastic follow-up, or longevity play, and allows for enough time to get through regulatory review.

Streamline Your Workflow

For your video engagement strategy to be consistent and thrive, it has to be manageable. Your digital strategy should be streamlined and woven into every HCP touchpoint to keep messaging consistent and allow you do more with less.

Companies that specialize in digital engagement will be able to meet these needs, help navigate your regulatory process, and provide a proven, trusted, compliant home for your video education.

There's no need to build your own video engagement strategy

Choose a partner with demonstrated expertise to engage HCPs online.

Your Checklist for Success

Digital transformation has been accelerated and we've put together a checklist for your success.

Have any questions or want to chat with our team? Email our digital solutions team at digital@platformq.com.

Creating an Ongoing Series of Compelling Video Education to Engage HCPs Online

Content is King, Engagement is Queen

- Relevant content!
- Video is proven to be the most engaging
- Leverage video to drive meaningful engagements – using video grows revenue 49% faster

Deliver in Various Formats

- Consistent touchpoints build a story at each stage of your brand's journey vs one-and-done
- Offer a variety of video formats
 - Branded and unbranded content
 - Studio-based and webcam programs
 - Slide decks and KOL Q&A

Optimize the UX to Maximize Engagement

- Great UX that balances compliance and engagement is key to hold your audience's attention
- Give the audience control over how they consume content – offering chapters allows bingeing episodes or watching all at once
- Balance live & on-demand
 - Live creates urgency, buzz, and is faster to market
 - On-demand and chapters create endless options for re-engagement

Make it Manageable

- Build a sustainable content production process that won't overtax your team
- Streamline workflow across your organization and within your HCP communication strategy
- Ensure your partners are proven experts in delivering digital engagement in a trusted, compliant environment – complete with service and reporting



PlatformQ Health is improving the outcomes of patients through live, interactive online education for health care professionals, patients, and caregivers. Partnering with leading academic institutions, advocacy organizations, industry partners, and professional societies, we produce and syndicate the most trustworthy programs from leading experts in a conversational, interactive format to drive awareness and actionable next steps for better health outcomes.

See more of our industry products & solutions:

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Sources:

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info@platformq.com



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