



7 Strategies to Drive Continuous HCP Engagement throughout the Brand Lifecycle

Whether launching a new medication or promoting a new drug indication, garnering clinician mindshare can be a challenge. Health care providers (HCPs) are overworked and disinclined to attend dinner talks or industry sessions. Due to the ever-shifting healthcare landscape, brands need innovative ways to engage HCPs.

That's where PlatformQ Health's digital peer-to-peer learning channels come in. For more than a decade, large and specialty pharmaceutical brands have entrusted us to deliver highly credible, in-depth clinical data to providers.

1

A trusted peer-to-peer education channel

MedLive is known for delivering accredited CME education to providers, making them more apt to open and respond to invitations to non-accredited peer-to-peer digital sessions.

2

Field enablement

Enabling the field force involves more than simply sharing content. PlatformQ Health provides orientation, preregistration support, field-driven attendee tracking, as well as a rich set of assets to make it easy and enjoyable for field reps to engage their customers in digital sessions.

3

UX design expertise

With 10+ years of producing results-driven video-only content, we've developed effective strategies to encourage HCPs to watch long-form content. Our unique video learning channel offers an easy path for HCPs to access the content they want.

4

HCP targeting

Our unique distribution marketing approach and exclusive partner network offers brands unmatched access to the right prescribers.

5

Frictionless learner experiences

From three-click registration to compliance and production support, we offer ease of use for users and brand managers alike.

6

Full in-house, end-to-end team

Thanks to an in-house team including medical, production, and marketing expertise, we offer an accelerated process to help clients quickly ramp up programs.

7

A seamless process

PlatformQ Health offers a suite of solutions that support pharmaceutical companies, from disease-state education to post-approval PI education, OPDP education, fully-branded education, and prescriber sessions.



See how these strategies come to life and successfully engage HCPs digitally.



For a live product demo, contact digital@platformq.com.