

# TRANSFORMING HCP EDUCATION THROUGH A CUSTOM OMNICHANNEL ENGAGEMENT PLATFORM

## CHALLENGE

HCP behaviors around education have evolved. They:

- crave innovative ways to receive and share relevant information
- consume relevant scientific content on their own terms

In IBD, 70% of first-line prescriptions are written by community HCPs who are increasingly reliant on KOL influence and continued education

Pharma must rethink their HCP engagement model to stay relevant with providers and competitive with Industry



SOCIAL MEDIA



CONFERENCES



P2P FORUMS



ONLINE CME



## SOLUTION

Extensive and broad educational content tailored to HCP learning behaviors

- Live programming (KOL-delivered) On-demand content (clinical data deep dives; video infographics, key publications)
- Direct HCP/industry interactions ('book a meeting')



INDIVIDUAL SESSIONS



POST LAUNCH



DEEP ENGAGEMENT

## OUTCOME

A McCann collaboration among expert agencies to re-imagine client capabilities

- Create a 'first-of-its-kind', immersive and virtual HCP engagement experience
- Connect community HCPs and KOLs with education that is on-demand, relevant and purposeful
- Built for clients' omnichannel promotional efforts