

Wiley Corporate Solutions

Case Study: Transfusion News

Background

Customers were interested in sponsoring educational content in the field of transfusion medicine, seeking a credible and trusted method of dissemination. Transfusion medicine is a rather unique therapy area and as such didn't have a resource hub for professionals to find up-to-date information around the subject. Wiley, a major publisher in transfusion medicine, agreed in 2012 to create a resource center for transfusion medicine professionals, providing integrity behind created content.

The Challenge



Reach professionals within the field of transfusion medicine



Build credibility by enabling a valuable educational resource through Wiley's trusted reputation



Develop content on a central location suitable for professionals to reach the latest information in the field

The Solution



Central hub of information for those working within transfusion medicine



Continuing education podcasts



Question of the day section



Print and digital advertising included within the sponsorship



WOL ads to **drive traffic** to Transfusion News



Sponsor's banner ads on Transfusion News website



2x per month **emails** to Hematology and Transfusion News lists

Results

12,350
Unique visitors/month[†]

8,313



Continuing education participants

Up to 24,377
Visits in a
1 month period[†]

8.07%

More unique visitors in 1 year[†]



Total downloads to date

179,738*

873

Average responses to question of the day[†] (English and Spanish language)

[†] Between Jan-Dec 2019. *of Blood Bank Guy podcast since July 2017