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
- 8,07% More unique visitors in 1 year
- 8,313 Continuing education participants
- 179,738* Total downloads to date
- Up to 24,377 Visits in a 1 month period
- 873 Average responses to question of the day (English and Spanish language)

† Between Jan-Dec 2019. ‡of Blood Bank Guy podcast since July 2017