Background

It is a challenge for healthcare practitioners to stay up-to-date with latest advancements in their therapeutic areas and the different treatment options. In many cases, clinicians will prescribe the drug that has demonstrated positive outcomes in the past without considering newer options simply due to lack of awareness about the benefits and when/how to prescribe these.

The Challenge

The client was looking to educate clinicians about the disease state and the entire class of medications, by providing a fair-balanced review of their research.

An objective communication about the product to the target audience through a trusted source was important for credibility and engagement.

The Solution

1. Publish review-articles in a top-tier journal supplement

2. High profile authors commissioned by the journal editor after agreement with the sponsor on the topics

3. Objective articles with no input from the sponsors

4. Co-sponsored with Bi-Asia

Wiley Online Library

Results

Total Article downloads 5,529 (over 4 months period)

Peer-reviewed
Impact factor 6.133
Average downloads per article 435
Annual article downloads close to 600,000

The Outcome

A fair-balanced review of research reaching and educating the right audience through a trusted and well-valued journal like DOM.