

Wiley Corporate Solutions

Case Study: Gum Disease and Periodontology – Key Opinion Leader Engagement at a Scientific Meeting

Background

As a leading sponsor of a high-level scientific meeting, the client wanted to encourage engagement with key opinion leaders (KOLs) in periodontology to garner feedback on recent research outcomes and available products and services. The desired outcome was a series of content pieces that would showcase this feedback in an easily digestible format for internal and external consumption as well as providing an opportunity to submit a thought-leadership piece to a leading research journal in the field.

The Challenge



Gather feedback on recent research outcomes from KOLs



Consolidate the feedback in a user-friendly, engaging format



Engage with KOLs within the dentistry field

The Solution



Capture on film a roundtable of experts discussing a key topic at the scientific meeting as well as client-sponsored research results



Film further KOL interviews and the exhibition activities, including a presentation at the scientific meeting



Produce a Key Opinion in Medicine based on the transcript of the roundtable discussion for publication



Produce a paper for submission to a leading periodontology journal also based on the transcript from the roundtable discussion

Results

135

Copies sent to International Journal of Dental Hygiene

978

Copies sent to the Journal of Clinical Periodontology

321
Page views
to date

Viewed by

26

countries