

Wiley Corporate Solutions

Case Study: Knowledge Hub

Background

To provide the most effective patient diagnosis and treatment, it's vital that HCPs stay up to date on the latest advancements in their field. With a lack of time, most turn to sources they trust, such as professional journals, colleagues, and society conferences for information. So pharmaceutical companies need to communicate beyond their owned channels to ensure their content is discoverable by the audiences that matter.

Our client is investing in next generation therapies to reduce cardiovascular risk and is looking to educate specialists and primary care audiences on an unmet area of diagnosis/testing and possible treatment strategies.

The objectives



Raise awareness about cutting edge discoveries in the field of cardiovascular disease



Monitor the evolution of knowledge, attitude, and practice of HCPs in disease management

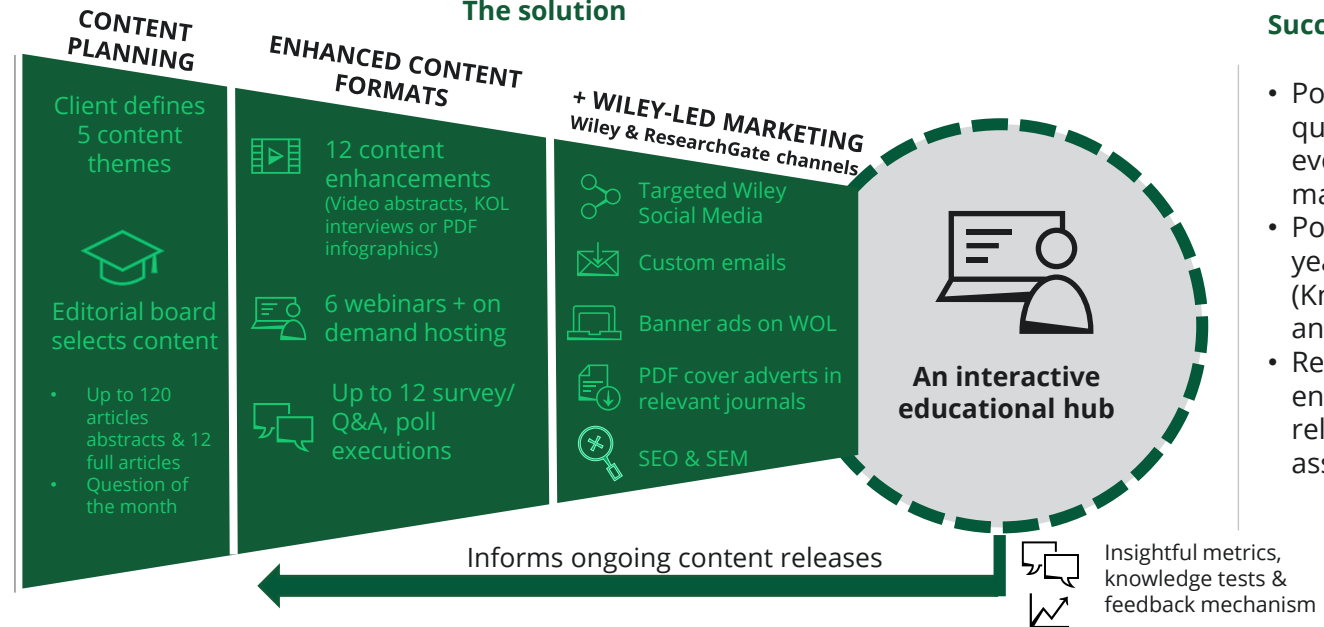


Improve the outcomes for patients living with cardiovascular risk

The challenges

- Independent source with expert validation for message credibility
- Content must reach the right professionals from specific markets
- Content relevance and user-friendly formats for optimal engagement and learning
- Evaluate impact of content and align with evolving education needs

The solution



Success measures

- Positive evolution in quarterly poll assessing evolution of disease management
- Positive evolution in yearly KAP survey (Knowledge, Attitude and Practice survey)
- Registration, usage & engagement metrics related to content assets

The value of partnering with us

- Credible source
- Reaches targeted audiences globally
- Monitoring/feedback opportunities to track results and address evolving needs
- Relevant content in engaging formats
- Professional execution (incl. marketing)