

# Wiley Corporate Solutions

## Case Study: Enhance clinical education through a non-gated Webinar series with CME accreditation

### Background

The client was looking to expand on an existing Knowledge Hub in epilepsy to support medical education in Europe around a clearly defined education gap within the Epilepsy community. The objective was to help raise awareness of 2 published research papers covering the latest clinical management guidelines and treatment of epilepsy syndromes to advance behavioral change and improve patient outcomes.

### The Challenge



Deliver a non-gated **eLearning** resource for health **education** in epilepsy



**Drive engagement** with targeted audiences in Europe



Ensure **trust and credibility** in partnership with an authoritative source



**Timely delivery of the project** to leverage newly published research

### The Solution



2 on-demand **Webinars** offering **CME accreditation**, and **post-event access** to the recordings



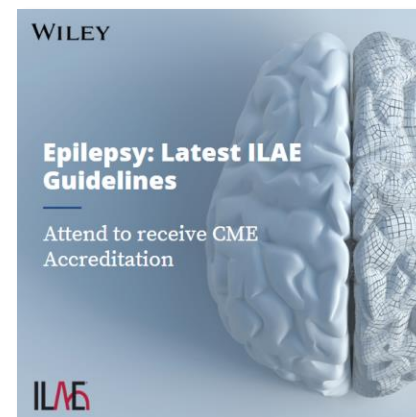
Association with the **ILAE**, the preeminent epilepsy society



"Ask the Experts" insights shared by the authors and an independent KOL speaker panel



**Engagement driving tactics** geotargeted to HCPs in Europe, and **continued promotion** of the on-demand session on the site



- ✓ Newsletter ad in ILAE
- ✓ Emails to Wiley base
- ✓ Paid social media
- ✓ Organic social on ILAE account

### Results



**2,694**  
total registrations



**1,039**  
total attendees



**53%**  
ave. retention rate\*



**228**  
total CME completions



### HCP attendance

in key European countries: Spain, Italy, France, Germany, Greece, Portugal and the UK

### Webinar Feedback

"The lecture was concise, informative and educative. Good presentation. Thank you."

"Great webinar! Looking forward to the next one."

\* Average number of attendees who viewed over 30 mins of the webinars