

Medical Devices Provider

A 6-month communications digital programme aligned with the client's strategic imperatives for growth in the heart valve implant market.



OBJECTIVES

1. **Highlight variation** in access to treatment for patients with heart valve disease among cardiology stakeholders
2. **Encourage GP audience** to improve early detection diagnosis and referral of patients with aortic stenosis
3. **Improve awareness** of treatment centres and impact of different treatment options among target audiences



DIGITAL PROGRAMME

- **Email**
15 targeted email communications over 6 months including copywriting
- **Microsite**
Development and management of a dedicated microsite to host/drive traffic to programme content
- **Webinars**
2 webinars made available both live and recorded to reinforce messages and contribute to objectives



CONTENT & MESSAGING

A combination of client's existing collateral and new content, in a variety of formats, including:

- **Optimal pathways** – gold standards and white papers
- **Patient stories** – videos, cartoons and articles
- **GP support materials and games** – posters and apps
- **Webinars** – live and recorded
- **Resource centres** – links to associated content



TARGET AUDIENCE / REACH

- Cardiologists / cardiology nurses - **3,629**
- C-Suite / KOLs in cardiology - **1,319**
- GPs and practice nurses - **23,870**



RESULTS

55% CTR from emails highlighting variation in treatment to cardiologists (vs 13% average)

18% Growth in CTR among GPs engaging with content relating to early diagnosis

Treatment Centre Ranking

Audience engagement by treatment centres and trusts highlighted potential opportunity for salesforce



OPTIMISATION

Post- programme review included:

- GP and cardiology impact assessment surveys
- HES analysis to identify trends / changes over time

Insight from this programme has allowed the client to:

- Gain insight into what their audiences want
- Optimise messaging and content for future programmes

CASE STUDY