

Case Study – Microsite

Debating the Long-Term Use of NSAID's

Background: Pain management is a shared concern for all physicians, and moreover, all people as well. The commonly used drugs nowadays to manage pain are Nonsteroidal anti-inflammatory drugs (NSAID) for 7-10 days. However, recent studies show that a longer period of treatment may have greater benefits and long-term effect on alleviating pain. One of our pharma clients approached us asking to open a Pain Management Experts' group and allow physicians a multidisciplinary debate about the aspects of the long-term use of NSAID.

Target specialties: Orthopedics, Palliative and Pain Management Physicians, Rheumatologists, General Practitioners.

Project Description: The participating physicians in a global microsite had the opportunity to open a dialogue with other experts while sharing knowledge and reviewing new information in the area of Pain Management. The physicians presented patient cases, shared lab test results, imaging and consulted other physicians regarding proper treatment. Other discussions included debating recent findings of the benefits of long-term treatment of NSAIDs, and voting on a survey asking physicians about the length of period they prescribe NSAIDs to patients. The activity in the group was accompanied by regular updates, on platform push notifications and off-platform update newsletters, informing the physicians of the new activity in the group.

Results: The campaign's KPIs were exceeded, with 84% reach to target physicians in all global markets, 112 posts, and comments that generated an exceptional share of voice

About G-Med: G-Med is the largest global physician-only community, reaching over 1.5 million verified physicians from more than 160 countries in 100+ specialties. Our medical crowdsourcing platform enables physicians from all over the world to talk real-world medicine, collaborate together to solve patient cases, and earn honorarium from surveys and market research.

G-Med's members connect daily with local and global KOL's, participate in online educational activities, use peer-to-peer consultations to solve clinical dilemmas and get answers from verified physicians in the relevant specialty. G-Med members use the power of the global medical community to shorten the diagnostic time and improve health care.

G-Med's business solutions offer a unique digital bridge to connect life science companies and healthcare partners in order to drive physician awareness and gain deep insights about brand perceptions. G-Med is the only true global physician's community that enables the global life science industry practical and efficient physicians' engagement solutions that are community-based for their daily challenges that were not available for them before. G-Med is the first and only global physicians' community to integrate a real-time live video technology to shorten diagnostic time and enhance collaboration between members.

The fact is, that 80% of the clinical dilemmas presented to the community are answered in the first 48-72 hours. That proprietary, one-of-a-kind, synchronized solution is seamlessly integrated into our asynchronous community solutions and allows physicians to share a clinical case, get answers from community members and then continue to solve via live video with one or more physicians that answered their post. G-Med fits its services and site to comply with the most updated regulations, including HIPAA and GDPR.

G-Med: "Where Physicians Are"