



Case Study – Bespoke Emailer #2

“A Direct to Physician Email Campaign”

Background: One of G-Med’s advantages is the direct access to physicians from all over the world. As part of a multi-channel Osteoarthritis awareness campaign for one of our pharma clients, the G-Med platform was consulted with to drive traffic to an upcoming live webinar series by a leading rheumatologists KOL. G-Med was consulted due to its wide range of physicians, with the ability to send targeted Bespoke email based on the physician’s location and unique specialty.

The Challenge: Be a strong traffic driver to an external landing page and to inform physicians from all over the world about the innovative webinar series.

Target specialties: US Orthopedic Physicians & EU 5 Rheumatologists

Project Description: G-Med's Bespoke Emailer technology was used in this campaign. This meant that in terms of aesthetics of the emailer, the clients creative were able to get an innovative as needed, due to it being given to the G-Med Delivery Team as a completed HTML file. Additionally, since the email was being sent from the G-Med servers, a trusted source, our emails have an above industry standard open and click rate. Lastly, using the G-Med emailer system, we were able to take advantage of our A/B testing technology on the title of the email, ensuring a high open rate.

Results: Three separate email were sent out for the 3 parts of the series. Each emailer received a direct email open rate above 23%, with one of last of the emails receiving a 26% direct email open rate. The combined CTOR rate (click through open rate) was 15.1%

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”*