



# Case Study – “In Feed” Hosted Content “ADHD Education”

**Background:** Adults suffering from Attention Deficit Hyperactivity disorder (ADHD) can have major disadvantages. When untreated and undiagnosed, it can have a negative impact on both the individual and society at large. A new multinational clinical trial, therefore, aims to estimate the prevalence of adults suffering from the condition across European countries. One of the ways proposed was through digital exposure, where a greater number of possible undiagnosed cases can be reached.

**Target specialties:** Neurologists, Psychiatrists & PCP's with a special interest in ADHD in the EU 27.

**Project Description:** Three take-home messages were drafted and presented as a sponsored post. It was presented on the G-Med platform as an "in-feed" post (plus routine promotion to the top of the feed) and placed the uniquely specialized feeds of PCPs, Neurologists and Psychiatrists in the EU 27. The sponsored post included links to the original trial results, in addition to a poll question. The poll question was first and foremost engaging to physicians, but more than that, was used to evaluate physicians' views and management options based on the materials presented in the sponsored post. The sponsored post also allowed for commenting below the post. This provided the opportunity for physicians to engage not only with the posts content but also with each other in a peer-to-peer fashion, which created maximum engagement with the presented material. Important to note that the G-Med platform also has the capability to disable all commenting on hosted content posts, all per the client's request/campaign specific needs/country specific compliance.

**Results:** The Sponsored post showed impressive exposure parameters—over 10,000 physicians from 22 countries engaged in different levels (Read, comments, poll voting etc.). The results exceeded the original target goal by 27%.

**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 asynchronized 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”**