

“A Direct to Physician Email Campaign” A G-Med Case Study

Background: Immunotherapy drugs are innovative treatments that help the immune system work harder or make it easier for it to find and get rid of cancer cells. G-Med was tasked by one of its media buying agencies to deliver a geotargeted and specialty targeted digital campaign to EU Oncologists, in order to increase awareness and site traffic to a drug that is indicated for patients with locally advanced or metastatic NSCLC following chemotherapy.

Target specialties: EU Lung Cancer Oncologists.

Project Description: A direct-to-physician email campaign was launched to a targeted audience of EU Oncologists. G-Med Lung Cancer Oncologists were segmented by location and specialty to receive targeted emails. This campaign used the client's exact original content and graphics via an HTML file. The client's content was sent to the G-Med's delivery team and sent via the G-Med delivery team directly to the physician. This was done so the receiving physician will receive the email directly from G-Med, a physician-trusted source. The direct-to-physician email included a hyperlink, linking the email to the client's website, as well as a specific text, diagrams and a CTA button for maximum campaign impact.

Results: Overall metrics and impact were well above industry average standard, thanks to the highly engaged community and to the targeted audience, which led to high-quality traffic to the client's website. Direct emailer open rate: 28% CTR rate (click through open rate): 18.4%

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”