



Case Study – G-Med Conferences

The UEG Conference “Mini-Community”

Background: Pharma companies are continuously looking for new efficient channels to showcase their up-to-date congress content on a global level. In a post Covid-19 era, where attendance at physical conferences is declining, more and more physicians prefer to attend conferences online. At G-Med, physicians benefit from online global networking that can provide similar benefits to the networking in the physical conferencing.

The Challenge: Allowing physicians from all over the world to attend the conference virtually and get real-time, high-quality updates as well as on-demand content, all while keeping quick compliant content approval

Target specialties: Gastroenterology, Internal Medicine

Project Description: G-Med's provided in-depth reporting, interviews and videos throughout the conference. Multiple clinical items were created including KOL video interviews, articles, video expert panels, posters reviews and more. Since this conference was funded via an educational grant (at arms-length), the G-Med team created all the content in-house. This meant that there was no need for content from the clients end as well as no need for client's content approval (MLR). These two factors resulted in a very quick distribution of the created content. An additional feature on EUG mini-community was congress highlights. The congress highlights enjoyed superb organic traffic, offering additional visibility to our conference sponsors. The client also included a promotion package that included personal emailers and exclusive on-site ads since only our mini community partners can place an ad next to one of our mini-community highlights.

Results: Physicians from 23 countries spend a total of over 45,000 minutes in the UEG conference mini-community on G-Med. The client content exposure on G-Med was increased 1.8X during the coverage period and engagement increased 1.45x

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”