



# Case Study – “In Feed” Hosted Content “NSAID’s”

**Background:** NSAID's are usually prescribed to patients for a period of 7 to 10 days. In light of a new study that shows high safety coefficients in long-term NSAIDs administration, G-Med was asked by one of its clients to raise awareness about the findings, as well as to gain insight into the physicians' decision-making process.

**Target specialties:** Pain Management Specialists, Rheumatologists, Orthopedics, and PCP's in the United States and Canada.

**Project description:** Physicians actively participated in two sponsored posts on the issue, sharing their drug administration habits and protocols. The physicians also took part in a poll question which asked for how long they prescribed the drug as well as the noted side effects. The physicians also took part in heated discussions in the commenting section that followed the sponsored post and poll. Interesting to note is that even though physicians were aware that the post was sponsored (as stated on the post), they nonetheless engaged with the presented content. We believe that this because G-Med is a peer-to-peer platform and physicians feel obliged to not just connect with other physicians but to engage with all of the platform's content as well.

**Results:** A very high engagement rate (0.45% CTR). The average time spent on the sponsored post was 2 minutes and 33 seconds. Additionally, the client's goal for engaging physician commenting/discussion was overachieved.

**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”**