



G-MED EXCLUSIVE

# MEDICAL CONFERENCE INSIGHTS

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JANUARY 2022

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G-Med is the largest global physician-only community, reaching over **1.5 million verified physicians** from more than **160 countries** and over **100 specialties**.

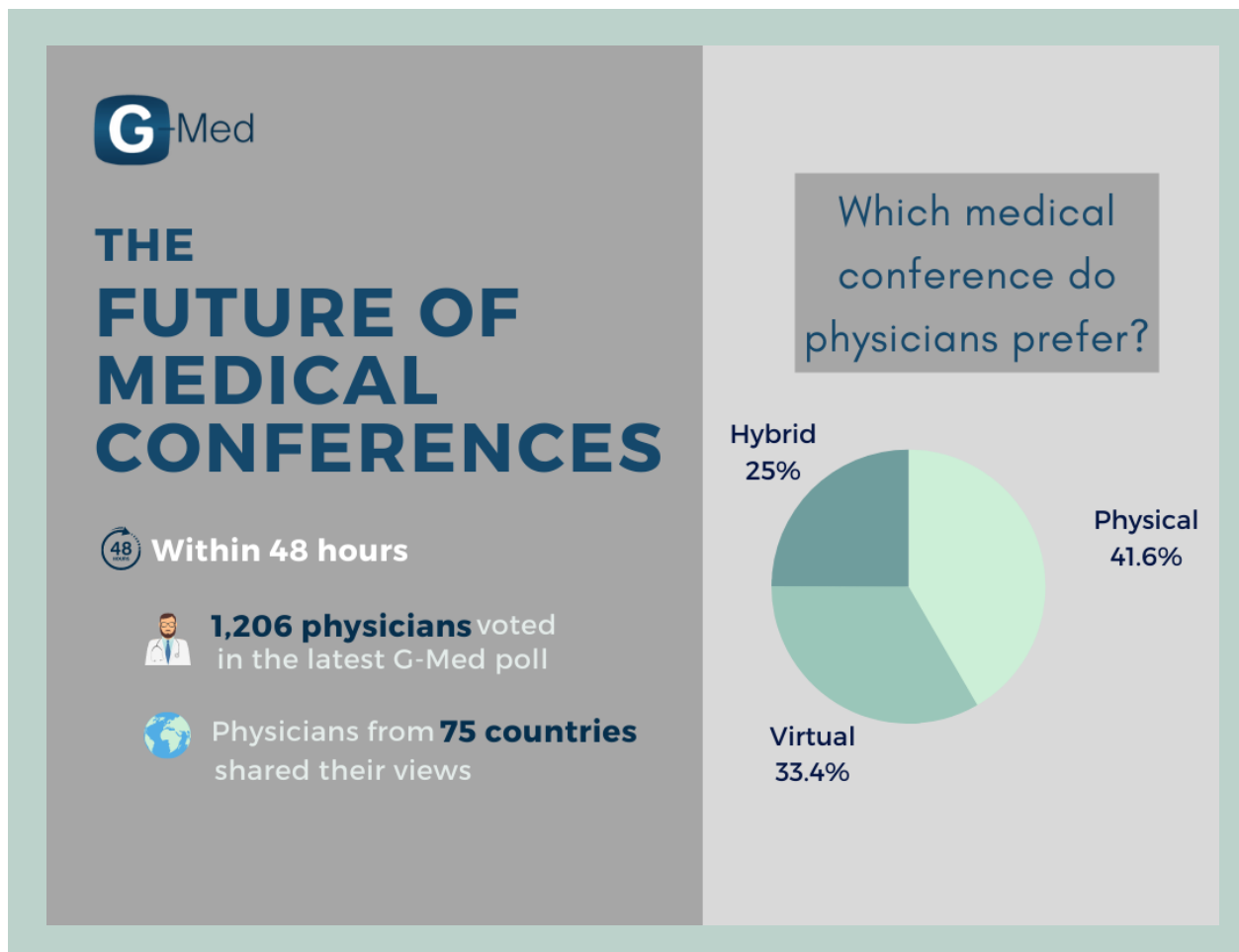
G-Med's business solutions offers a unique digital bridge to connect life science companies and healthcare partners, in order to drive physician awareness and **gain deep insights** around brand perception.

G-Med is the only true **global** physician community that provides the life science industry with practical and efficient **community-based physician engagement** solutions for their daily challenges previously unavailable to them.

**Below are some of G-Med's Conferences  
Insights**

# THE FUTURE OF MEDICAL CONFERENCES

## STATS & TRENDS FROM PHYSICIANS ON G-MED



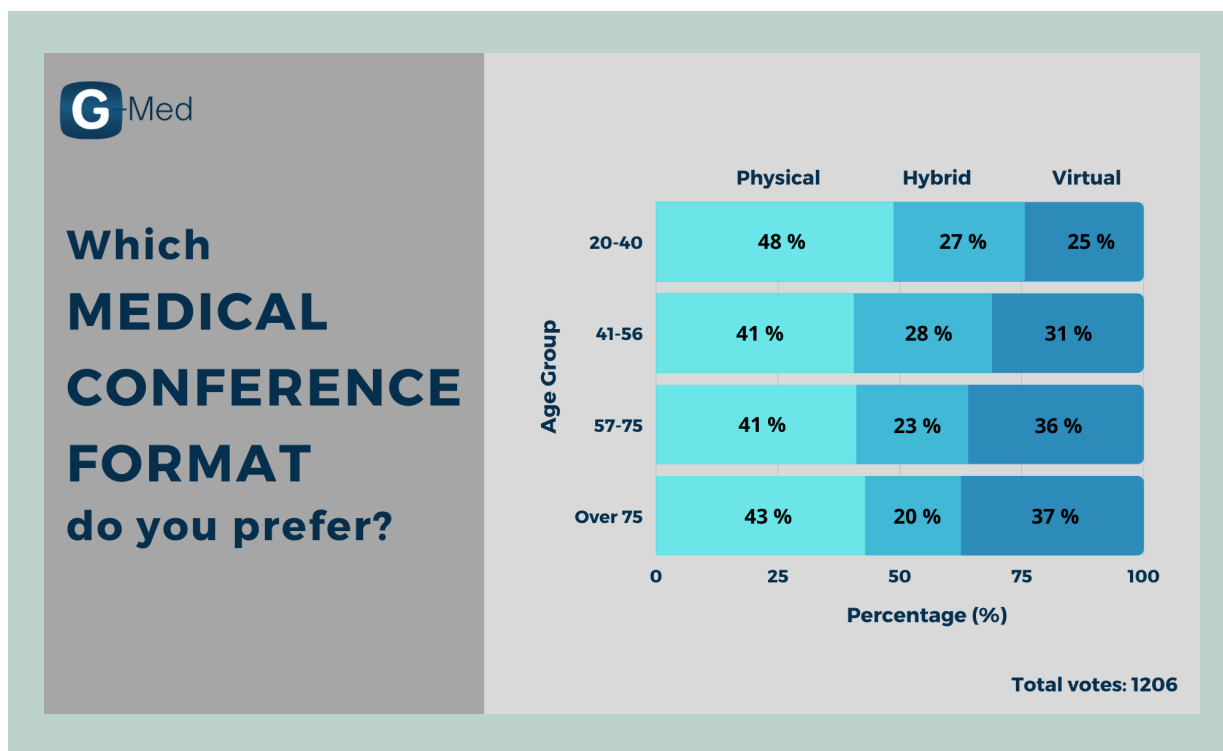
The past year and a half was marked by significant changes to the medical conference landscape. New types of conference formats emerged and G-Med was a pivotal player in providing the pharmaceutical industry solutions for reaching medical audiences.

Earlier this year (18 months into the Coronavirus crisis) G-Med asked its physician-only community which medical conference format they preferred.

A total of **1206 physicians** from **75 countries** answered the poll. From a wide range of ages, specialties and countries, physicians were eager to share their perceptions of the ever-changing conference world.

From the results, we see that almost **58% of the physicians** preferred virtual and hybrid conferences, with **33% voting in favor of the virtual-only format.**

# CONFERENCE FORMAT-PREFERENCE BY AGE RANGE

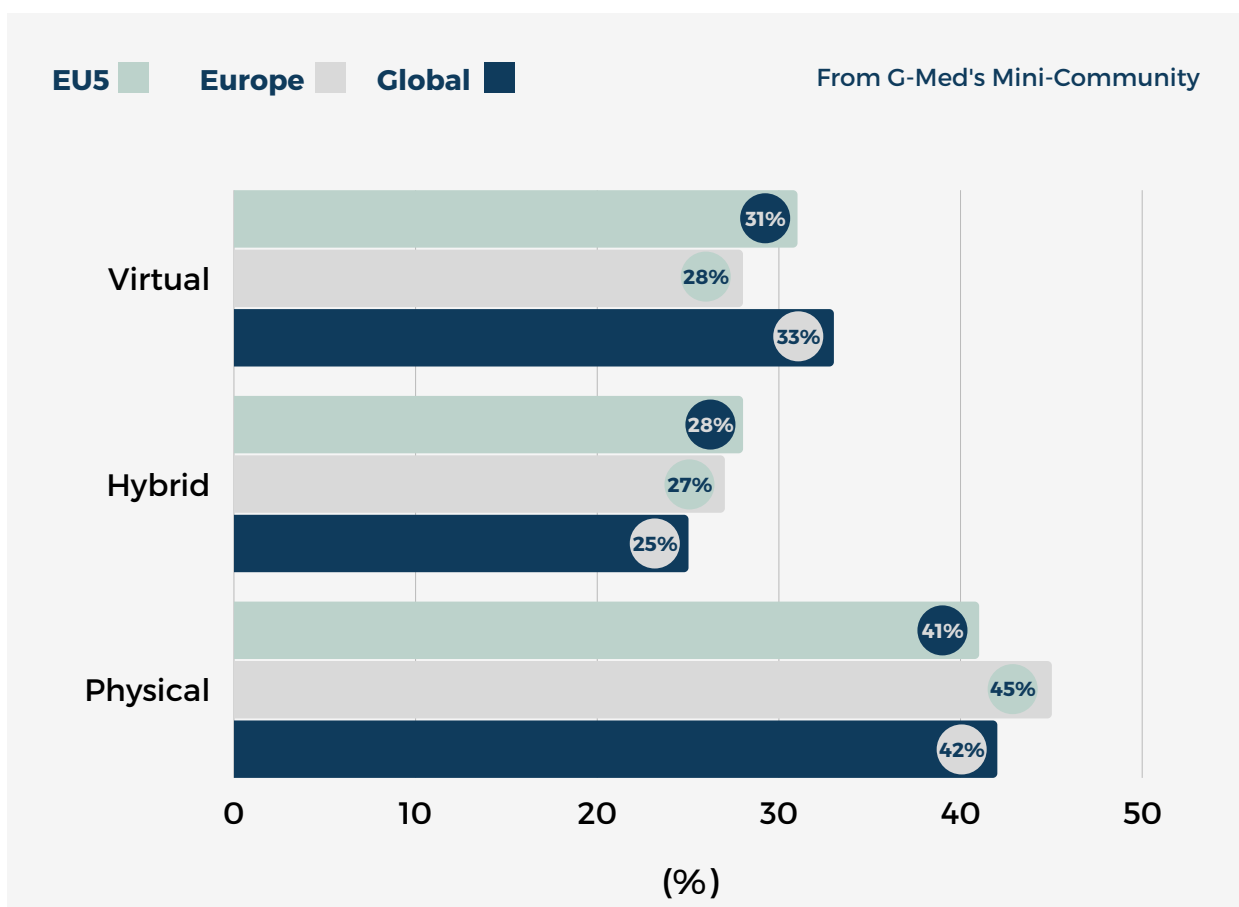


As we look into the age groups, physicians from age of 41 to 75 showed greater preference to hybrid and virtual conferences.

Younger physicians were the ones who showed the greatest interest in the physical format. A possible explanation might be their need of networking in order to advance their careers, while the other age groups stressed convenience as the preference for virtual events.

**58%**  
of physicians preferred virtual and hybrid conferences

# CONFERENCE FORMAT-PREFERENCE AND REGIONS



“

For the scientific part it was easier to stay concentrated. But for the social part and the very necessary and rich exchanges with colleagues a disaster.

*Physician, General Medicine, Switzerland*

No booking needed, no hotels, no airports, and I am never too late.

*Physician, Hematologist, Germany*

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# PHYSICIAN TESTIMONIALS

“ Virtual conferences has given us the opportunity to attend many more meetings in a variety of topics in every field of Medicine and Surgery.

*Physician, Surgery, Canada*

---

Virtual conferences opened the door for many points to discuss, less cost, easier to be done, more frequent, more global.

*Physician, Nephrology, Saudi Arabia*

---

I miss more than anything practical workshops, which usually must be hand-on in nature

*Physician, Family Medicine, Israel*

In contrast with traditional congresses, the virtual format allows me to attend all lectures and activities giving me the opportunity to have some of them repeated.

*Physician, Endocrinology, Spain*

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There is a huge difficulty to be concentrated in your regular place of work. There is always something else that needs to be cared for. It is also difficult to contact people and exchange points of view in a virtual environment.

*Physician, Neurology, Greece*





**SPECIFIC  
CONFERENCE  
INSIGHTS  
AND  
SOLUTIONS**



# CONFERENCES MINI-COMMUNITIES

**YOUR HIGH-TRAFFIC INTERACTIVE SPACE ON G-MED**

## **WHAT IS A CONFERENCE MINI-COMMUNITY?**

A Conference Mini-Community is a sponsored high-traffic interactive space exclusively on the G-Med platform which runs for 30-45 days around the conference. The mini-community allows physicians to benefit from conference highlights, videos, articles, interviews, interactive case reports, peer-to-peer discussions, and of course, networking with their peers.

## **BUT WHY IS THERE A NEED FOR A CONFERENCE MINI-COMMUNITY?**

One of the most important things that happens in medical conferences is what happens between the lectures; the in-between corridor meetings, the handshakes, and, most importantly, the networking. But now that so many conferences have gone hybrid (with many even totally virtual), physicians simply don't have that option. So, G-Med has found a solution around conferences where physicians interested in specific conferences are able to virtually connect to that conference on a custom portal within our platform.



# CONFERENCE MINI-COMMUNITIES ON G-MED

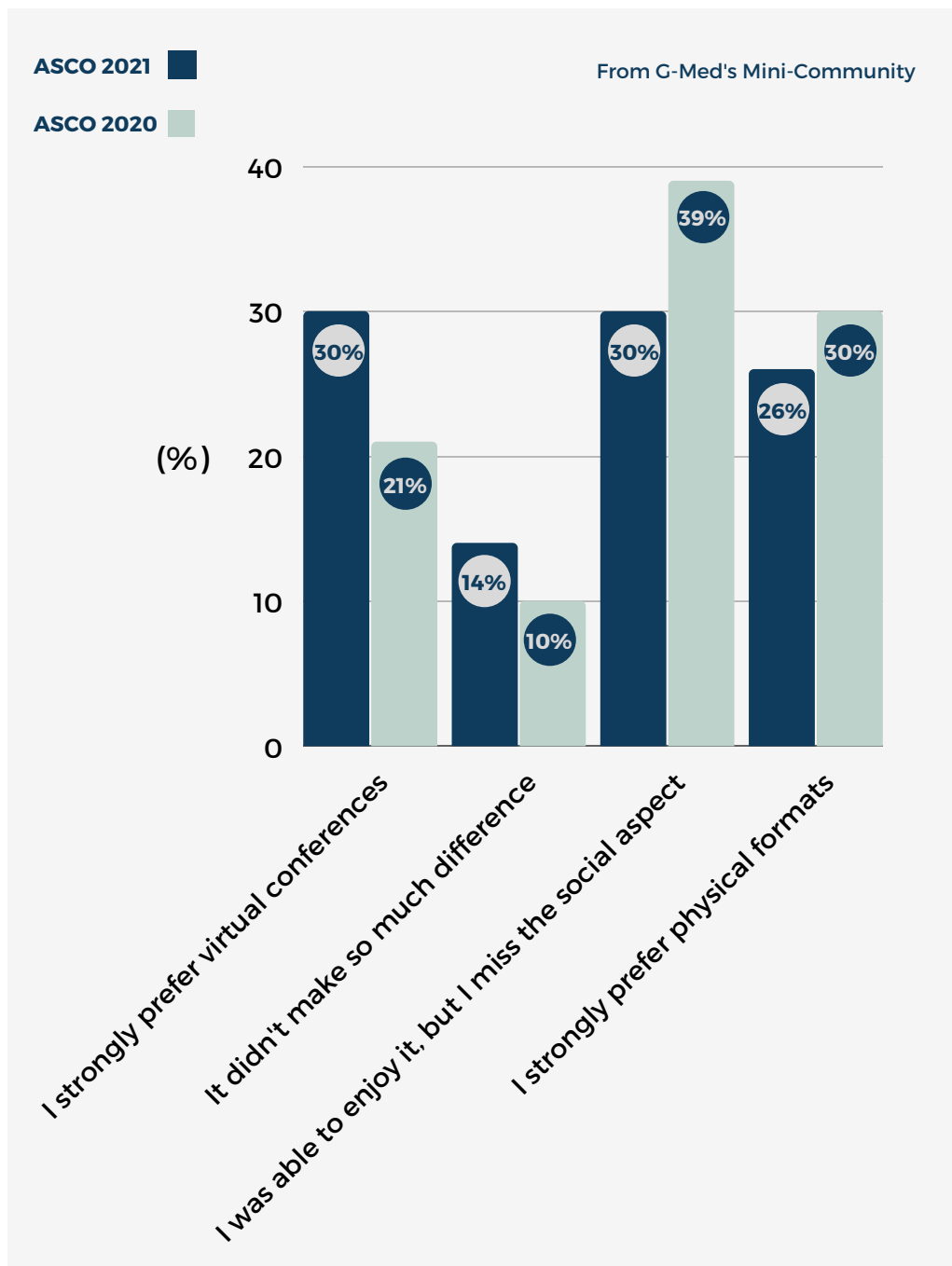
Every year, G-Med runs a series of exclusive **interactive spaces** for 30-45 days around major conferences across multiple fields. Every year, we gather physician **insights** on their **virtual format experience**.



# MINI-COMMUNITIES ON G-MED

Physicians who took part in G-Med's Conference "Mini-Communities" in 2020 and 2021 were asked about their experience with the virtual format.

Here are the results from **G-Med's 2020 & 2021 ASCO Mini-Community**:

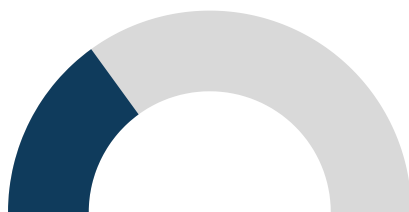


# A CHANGE IN PERCEPTION

Comparing physicians' views from mid-2020 to mid-2021, we observed that:



There was an overall increase in the preference for virtual conferences over the year of 2020-2021



**30%**

Preferred the **virtual-only** format, compared to 21% from the previous year



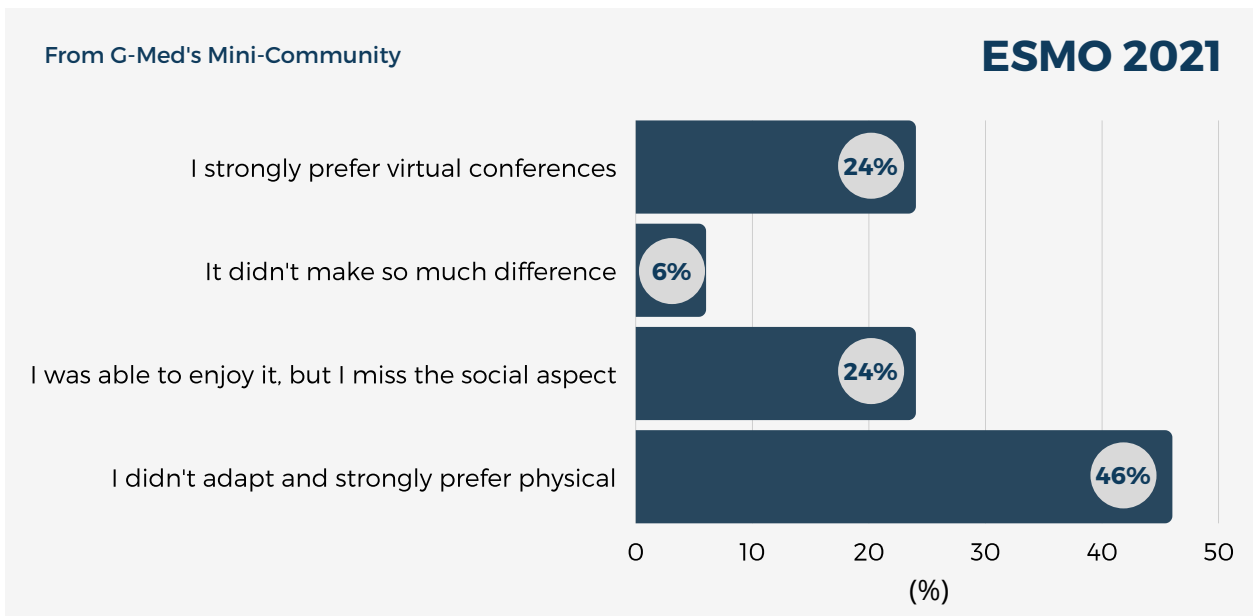
**74%**

Expressed **positive experiences** about the virtual format, compared to 70% from the previous year

# CONFERENCES MINI-COMMUNITIES ON G-MED

Physicians who were part of the ESMO 2021 Mini-Community on G-Med were asked about the experience of once again taking part in the virtual conference.

Here are the results from **G-Med's 2021 ESMO Mini-Community**:



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I liked it very much. Virtual conferences are our future.

*Physician, Oncology, United States*

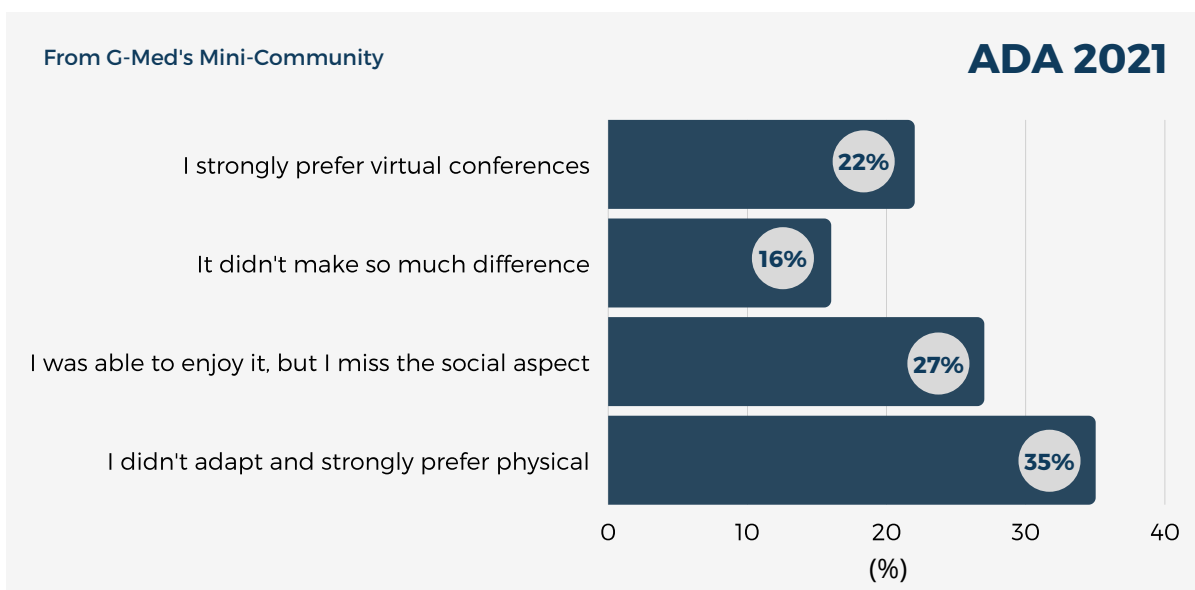
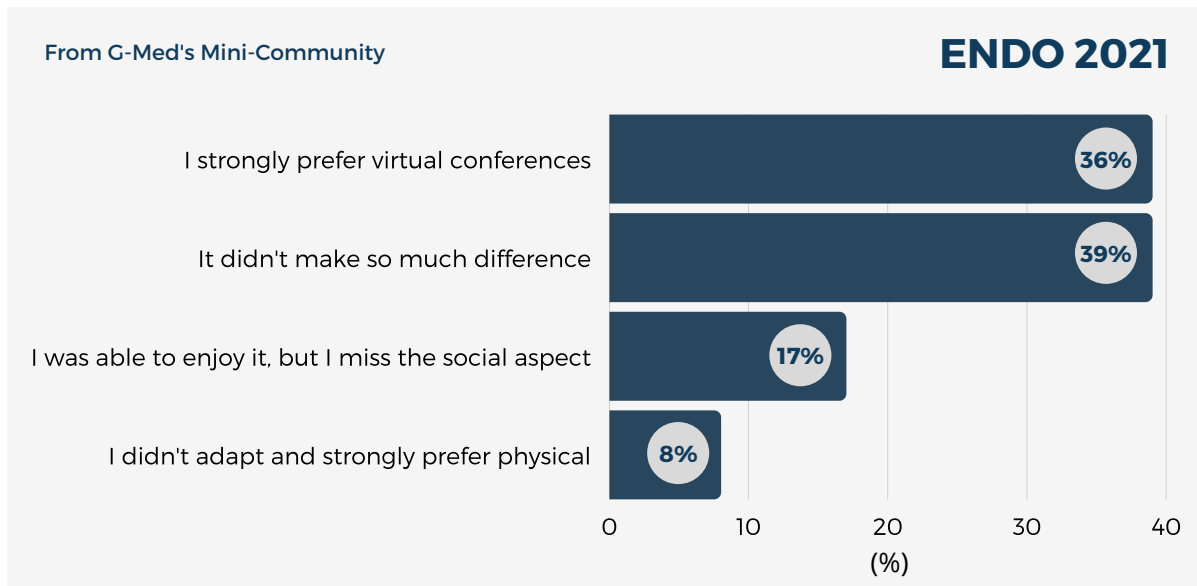
I hardly find any time in my work / family everyday life to watch online conferences and they tend to disappear before I can view all the content even though I paid a lot for it.

*Physician, Oncologist, Poland*

# CONFERENCE MINI-COMMUNITIES ON G-MED

G-Med asked physicians who took part in the latest endocrinology and diabetes-related conferences on our platform for their analysis.

Here are the results from **G-Med's 2021 ENDO and ADA Mini-Communities**:



# CONFERENCE SOLUTIONS ON G-MED

## WHAT ADVERTISING TACTICS ARE INCLUDED IN THE BASE PACKAGE?

### Base Package - What's included?

- Your company logo fixed to the top of the community feed
- Your company logo on the weekly newsletters and emailers
- One featured article item on our first six G-Med mini-community newsletters (prominent display on the mini-community launch newsletter)
- A separate exclusive email including all your 6 articles items

### Any additional options that I can add to the basic advertising tactics?

An additional 20% discount on branded or unbranded tactics including Display Ad Banners, Hosted Content Posts, Visibility Boosters/Traffic Drivers, Textual Teasers on G-Med's Routine Newsletters, and much more...



# 2022 CONFERENCES MINI-COMMUNITIES

## CONFERENCES MINI-COMMUNITIES AVAILABLE FOR SPONSORSHIP EXCLUSIVELY ON G-MED

Here's a partial list of our 2022 Conferences Mini-Communities available for sponsorship exclusively on G-Med

The Annual Conference on Retroviruses and Opportunistic Infections (CROI)	12-16 February 2022
European Crohn's and Colitis Organization (ECCO)	16-19 February 2022
Joint ACTRIMS-ECTRIMS Meeting (ACTRIMS)	23-26 February 2022
European Association of Urology Congress (EAU)	18-21 March 2022
Diabetes Technologies & Treatments (ATTD)	23-26 March 2022
European Lung Cancer Congress (ELCC)	30 March-2 April 2022
The American Academy of Neurology (AAN)	2-7 April 2022
The Digital International Liver Congress (EASL)	6-10 April 2022
European Association of Dermato-Oncology Congress (EADO)	21-23 April 2022
European Congress of Clinical Microbiology & Infectious Diseases (ECCMID)	23-26 April 2022
European Stroke Organization Conference (ESOC)	4-6 May 2022
ERA-EDTA Congress	19-22 May 2022
The Annual European Congress of Rheumatology (EULAR)	1-4 June 2022
American Society of Clinical Oncology (ASCO)	3-7 June 2022
American Diabetes Association (ADA)	3-7 June 2022
The American College of Cardiology (ACC)	8-10 June 2022
European Hematology Association (EHA)	9-12 June 2022
ENDO 2022	11-14 June 2022
European Academy of Neurology (EAN)	25-28 June 2022
The European Academy of Allergy and Clinical Immunology (EAACI)	1-3 July 2022
World Conference on Lung Cancer 2022	6-9 August 2022
European Society of Cardiology (ESC)	26-29 August 2022
European Respiratory Society (ERS)	4-6 September 2022
European Academy of Dermatology and Venereology (EADV)	7-11 September 2022
European Society for Medical Oncology (ESMO)	9-13 September 2022
European Association for the Study of Diabetes (EASD)	19-23 September 2022
The United European Gastroenterology (UEG)	8-11 October 2022
World Congress on Cancers of the Skin (WCCS)	26-29 October 2022
Obesity Week 2022	1-4 November 2022
American Society of Nephrology Kidney Week (ASN)	1-6 November 2022
American Association for the Study of Liver Diseases (AASLD)	4-7 November 2022
American College of Rheumatology (ACR)	11-15 November 2022
World Congress of Neurology (WCN)	22-29 November 2022

Contact us today and discover more of what these Mini-Communities include and how you or your clients can be an integral part of our high traffic hybrid conferences.





Contact us  
[global@g-med.com](mailto:global@g-med.com)

For a demo of the G-Med platform,  
pricing and further information