

Case Study – G-Med Conferences

The ASCO Conference “Mini-Community”

Background: The American Society of Oncology (ASCO) Annual Meeting was virtually held due to the ongoing COVID-19 pandemic. Networking and in-depth discussions are very important during physical conferences and rather challenging to achieve in a virtual format. To combat these challenges, G-Med created an Interactive Mini-Community. The Mini-Community on is an interactive resource center that allows physicians to connect in real-time and discuss conference-related topics while benefiting from high-quality conference coverage.

Target specialties: Global Oncology & Hematology physicians.

Project Description: G-Med used its global reach for oncologists and hematologists to create a mini-community for the ASCO conference. This interactive resource center allowed physicians to virtually connect, share, learn and participate in peer-to-peer discussions and benefit from the high-quality conference coverage including daily updates, videos, case reports, conference highlights, articles, quizzes and more. Additionally, physicians read and commented on abstracts and updates, discussed various therapy advancements, posted relevant patient cases, watched videos and so on. This mini-community received high-traffic around the ASCO conference and was leveraged for various advertising tactics, branded visibility and traffic-drivers.

Results: Over 40,000 physicians from over 120 countries participated. Average time spent on the mini community was 5:42 minutes. There were over 125,000 article/video/update physician views with a total of 1,540 posts, comments and votes (deep engagement) and a total of 320,000 ad impressions on the mini community.

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”