

Indegene builds award-winning Virtual Learning Centre for Oncologist that drives physician engagement

CLIENT CHALLENGES

The client was looking for an innovative digital marketing solution in oncology to counter the threat of an imminent competitor launch, as traditional methods of engaging physicians were becoming increasingly ineffective.

SOLUTION

A comprehensive and interactive online Virtual Physician engagement portal with rich content and a creative 3D walkthrough.

Solution Overview

- Built on Indegene's proprietary Phynyx technology platform
- Created an integrated solution that included content, 3D creative walkthrough, and technology
- Extensive content development
 - 4 patient cases with branching logic of 45 minutes each
 - 5 Q&A videos of 15 minutes each
 - 20 webcasts of 1-hour duration
 - 26 print PDFs and 6 reprints
 - 108 minutes of KOL video
- The strategy included multiple stakeholders –oncologists, radiologists, and oncology nurses

- Post success in the USA the solution was translated, localized, and launched in 11 additional markets including Turkey, Australia, China, Russia, Middle East.

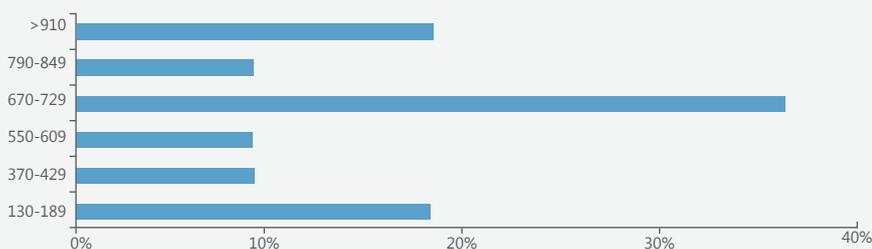
Outcome

- The portal attracted over 6000 visitors in a short span of just 14 months, spending an average time of 10+ minutes per visit. Indegene's hybrid delivery model delivered an additional ~USD 1 million in savings for the client.
- The portal was widely acclaimed and won several awards including the Rx Club Award for "Best use of the Internet for MedED" in addition to MarCom, Webby, New York festival, and the Communicator awards.

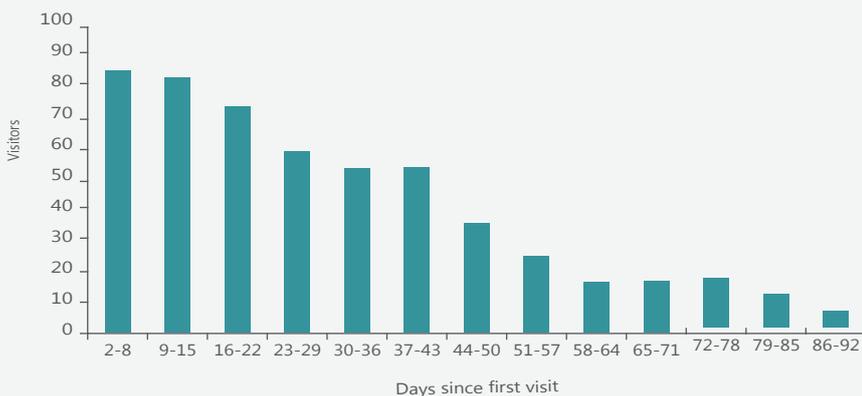
KEY OUTCOMES

- Over 6000 visitors in a span of 14 months
- Average time spent was over 10 minutes per visit
- >65% rated the content relevant to clinical practice
- Time for repeat visit is 2-8 days among approx. 80%
- Approx. 80% said portal was useful in solving clinical queries just-in-time
- Significant saving of over USD 1 million for the client
- Winner of RX club, MarCom, Webby, New York festival, and Communicator awards

Average Time Spent By physicians (Seconds)



Repeat Visits



TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs.

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