100,000 HCPs educated: clinical manifestations and co-morbidities in patients with chronic back pain

U.S. TARGET AUDIENCE

Physicians: Family Medicine, Internists, OBGYNs, Orthopedic Surgeons, Pediatricians, Physical Medicine & Rehab, Rheumatologists

Other HCPs: Chiropractors, Medical Students, Nurse Practitioners, Occupational Therapists, Physiotherapists, Physician Assistants

figure1

1. Problem

A leading pharmaceutical company company sought to address underdiagnosis and misdiagnosis of different types of chronic back pain. A key issue was lack of knowledge about diagnostic criteria among clinicians.

2. Solution

Collaborating with a physician expert, we presented patient cases to highlight foundational concepts. After presenting the cases in a gamified clinical challenge format, we offered the opportunity for the audience to engage peer-to-peer with the KOL.

3. Outcome

The campaign was successful in two key ways:
1. Peer-to-peer tactics presented by the KOL generated significant interest and comments, demonstrating the desire to learn from experts.
2. Case-based, gamified learning works. Nearly **6,000 responses** were generated from the challenges and snap quizzes.

- Over **100,000 U.S HCPs** were educated

- Email open rates were among the highest seen on our campaigns to date, ranging from **30-50%, depending on specialty.**

- **1,500+** diagnostic challenge and survey completions and **4,590+** snap quiz responses offered insights.

CAMPAIGN TIMELINE

Diagnostic Challenge	Quiz 1	Grand Rounds	Quiz 2	Forum	Impact Survey
January 30, 2020	February 10, 2020	February 26, 2020	March 16, 2020	April 3, 2020	April 20, 2020