



# CASE

# STUDY

## **AN EDUCATIONAL CAMPAIGN ON PSORIATIC ARTHRITIS (PSA) EDUCATING HCPS IN ORDER TO DIAGNOSE PATIENTS FASTER**

The client, a top pharmaceutical company, was seeking to educate HCPs on the signs and symptoms of psoriatic arthritis (PsA) to help patients get the right diagnosis faster.



## TARGET AUDIENCE

Radiologists, Orthopedic Surgeons, Dermatologists, Family Medicine Physicians, Internists, Rheumatologists

Nurse Practitioners, Physician Assistants, Physiotherapists, Medical Students

## SUCCESS BY THE NUMBERS

### GAMIFIED LEARNING

Working closely with the client, Figure 1 created a clinical rapid fire to kick off the campaign, followed by seven snap quizzes to gamify the learning process. The gamified learning approach was designed to be consumed by the target audience in short but effective “micro-moments” on Figure 1’s platform.

The clinical rapid fire saw a

completion rate of 76%,

responses from every specialty within the target audience, and

generated 1,100+ responses.

The seven snap quizzes cumulatively

generated 8,800+ responses.

Both of these tactics illustrated an audience base that values the opportunity for bite-sized, mobile education during their productive downtime. Two different KOLs gave the target audience the opportunity to ask questions and exchange information on the snap quizzes, resulting in strong positive feedback.

### EMAIL PERFORMANCE

Figure 1 utilized emails to ensure target audience members were aware of the PsA content, driving them to engage and learn in the app.

Emails reached 113,000 target audience members and were opened 179,000 times, receiving open rates of up to 33%.

The highest engagement was from the campaign’s target audience of Rheumatologists and Internal Medicine Physicians.

### AUDIENCE RESPONSE

At the end of the campaign, HCPs who engaged with the content completed a survey to measure the impact of the program, and the results proved a highly successful campaign.

75% of the participants confirmed they had seen a patient with, or suspected a patient of having PsA. 80% of the participants confirmed

that having read about PsA on Figure 1, they feel more prepared to recognize a patient with this type of arthritis. In total, 95% of HCPs stated they found gamified learning an effective way to learn.

## EDUCATIONAL IMPACT



“

The MR shows inflammation if bilateral SI joints. There is likely a secondary muscular strain but the primary problem is the Psoriatic Arthritis.”

- Internal Medicine Resident

“

I learn so much with these cases! They are so helpful while studying for COMLEX/STEP.”

- Medical Student

“

This was a great learning case, thank you!”

- Medical Student

# CAMPAIGN TACTICS



**CLINICAL RAPID FIRE**



**QUIZ 1**



**QUIZ 2**



**QUIZ 3**



**IMPACT SURVEY 1**



**QUIZ 4**



**QUIZ 5**



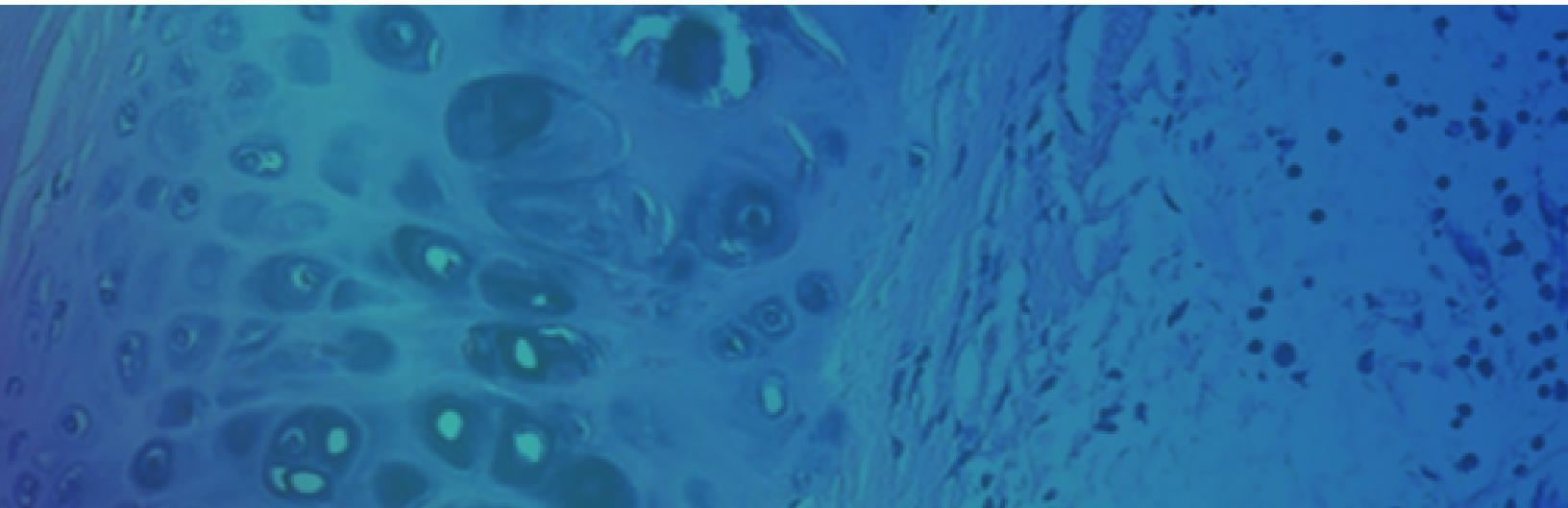
**QUIZ 6**



**QUIZ 7**



**IMPACT SURVEY 2**



# ABOUT

# FIGURE1

**Figure 1 is a modern, medical education platform for HCP knowledge sharing and case collaboration.**

With 3 million registered healthcare professionals in 190 countries collaborating on over 100,000 real-world medical cases, Figure 1 is transforming the landscape of medical collaboration.

Healthcare professionals from all professions and specialties use the platform, including physicians and residents, nurse practitioners, physician assistants, medical students and more. Pharmaceutical companies, associations, and hospital clients such as Novartis, BioMarin, Sanofi, ASBMR, Med Chi, and the Cleveland Clinic are also using Figure 1 to share their expertise and provide engaging, bite-sized education to HCPs.

We are experts in helping our clients create award winning educational programs that are high-quality, scientific, and deliver deep engagements and meaningful ROI. A recent survey (January 2023) of U.S. prescribers on Figure 1 highlighted that our members want to hear from pharma clients on our platform:

- **72%** want to see disease-state education from pharma
- **78%** want to learn about new treatments
- **76%** are interested in learning about new guidelines on Figure 1.

Tell us your target audience and key educational objectives, and we'll bring your story to life on Figure 1.

**Contact:** [bd@figure1.com](mailto:bd@figure1.com)