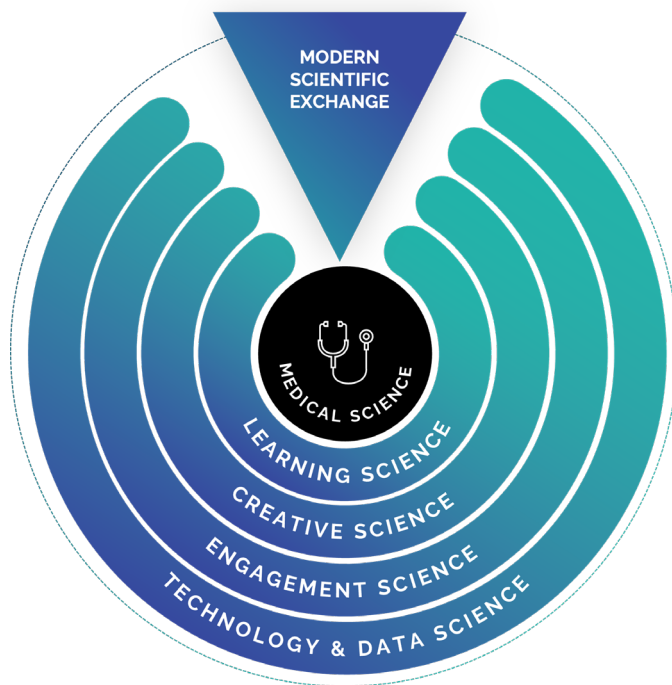


PEER-TO-PEER REIMAGINED: Promotional Medical Education for Today



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Executive Summary

Promotional peer-to-peer medical education is a mainstay of all robust life-sciences brands. Unfortunately, too many marketers have an outdated impression of what promotional medical education (PME) is, what it can be, and what it can do for their brands.

Too often, this discipline is a generation out of date. Smart brands, however, understand that this is an efficient, effective, but often-unheralded, way to give a new brand a solid foundation, to get a leg up in a crowded field, or to power an aging brand.

In this POV, we define successful PME and what it includes, both philosophically and tactically; we note what pitfalls to avoid; and we explain exactly what's on the line.

Introduction

Promotional medical education (PME) still comprises many traditional elements of medical communications: speaker bureaus, dinner meetings, conferences and congresses.

That isn't all, though. It also comprises more modern and innovative elements that too many marketers still don't consider.

- Self-directed online learning with interactive, KOL-led modules
- HCP social-media engagement
- Third-party educational experiences
- Peer perspective brought in by sales reps

And all of these – traditional and modern – need to be iterated and optimized with a robust measurement plan that also considers all other brand activities.

Triad of Excellence

Successful PME requires a team with three concurrent types of expertise:

- **Medical excellence** with a deep and diverse bench of both clinicians and scientists. Newly minted tech and strategy innovators are vital, but the complexities of medical education require the guidance of credentialed medical experts at every step.
- **Innovation excellence** that combines a longstanding understanding of life-sciences marketing regulations, paired with an adept understanding of cutting-edge applications of



AI, multimedia, and analytics. Without a thorough grounding in pharmaceutical brands, even the best new technology can be implemented incorrectly.

- **Strategic excellence** – All of the medical expertise and all of the innovative drive won't get your brand results if they're not targeted where and when they can make the most impact. Effective strategy requires the combined understanding of both channel behavior and educational goals.

Put simply, PME is a balance between adept technology and innate humanity. It's knowing how to go where people are, address their unique needs, and forge strong relationships in order to improve patient outcomes.

Clearing Up Misconceptions

In addition to outdated ideas, there are also a lot of mistaken ideas about PME. PME *isn't* just didactic pushed content – or perhaps it's better to say, it *shouldn't* be. It is about producing valuable tools that serve to reduce the burden on both healthcare professionals (HCPs) and patients. And this leads us to the final truth: PME is about the patient at the center – a truth that's often overlooked and leads to unsuccessful PME efforts.

Why PME Matters in 2023

If a brand has a robust team of medical-affairs experts, and a powerful marketing plan that's working well, is it really a problem if that brand's PME is lackluster or second thought? It does – and that's more true today than ever before. Here's why.

Complexity is on the rise.

Treatment algorithms are continuing to become more complex, particularly in rare diseases and in oncology, where combination therapies, and advanced treatments with novel mechanisms of action, are increasingly abundant. With this rapidly changing landscape in these, and other, conditions, the revision and publication of official treatment guidelines cannot keep up with the accumulation of the best new scientific evidence.

These are great problems! It means that science is moving quickly. Patients can have more hope, with more treatments and more ways of using treatments available to them. But as science accelerates, humans can falter.

HCPs need more help, and they need to get it from their peers via modern avenues.

HCPs can fall behind on the latest information while working to maintain a successful practice. They want to learn and discuss the latest information with their peers. That perspective is critical to determining how their work should evolve. And, like all of us in 2023, HCPs' content consumption behaviors have shifted dramatically in recent years.

You don't consume media the same way you did five years ago. Why would your HCP?

PME can simplify this complex, fluid data environment to help HCPs become clear on what evidence applies to the patient in front of them.

PME achieves specific goals with the highest standards.

Educated, specialized expertise delivered through PME can build a brand's reputation, credibility and relationships. Science is clarified, differentiation is achieved, and clinical relevance is amplified.

And, importantly, compliance with all regulations and standards is maintained in every interaction, live and on-demand, virtual and in-person.

The end result: Market positioning and brand success by delivering tools that improve care.

WHAT'S NEW IN PME

- P2P "moneyball" can find the regional and localized KOLs who matter most
- Gamification employs learning principles to add interactivity and problem-solving for message retention and educational impact
- AI can be leveraged in a variety of ways for cost-effective, scalable engagement:
 - Modular Content
 - Insight Generation
 - Synthetic KOL videos
 - Virtual MSLs



Taking Action

To gauge the effectiveness of your PME, a brand should investigate answers to the following five questions:



1. Are you confident that you have a complete understanding of your target audiences and their educational needs? Are you bringing a curriculum to all of your stakeholders that addresses those needs?
2. Do you know who your regional and emerging KOLs are? How regularly, and how effectively, do you engage with them?
3. Do you have a diverse set of educational programming tactics across live, virtual, and digital channels that are connected to ensure an integrated experience?
4. Have you optimized KOL engagement and co-creation initiatives (especially if preparing for launch)?
5. How do you generate excitement before, during and after congresses and data releases so that HCPs continue to engage with your brand?

Conclusion

As the world evolves at an increasing pace – technology, medical science, and more – life-sciences brands need to evolve their concept of promotional medical education and what it's capable of doing for those brands.

EVERSANA INTOUCH amplifies clinical relevance and brand credibility by leveraging technology, data science and digital innovation to reimagine peer-to-peer engagement. With more than 20 years of experience creating hundreds of scientific narratives, facilitating countless advisory boards, creating more than 1,000 conference experiences, and more, our hundreds of MDs, PharmDs and PhDs are deployed across EVERSANA to elevate medical communications and peer-to-peer engagement for today and tomorrow.

To learn more about EVERSANA INTOUCH's MedComms excellence or to request a meeting with our experts, [contact us](#), info@eversana.com.

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About EVERSANA INTOUCH®



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