

Optimizing Digital Platforms for Medical Education and Awareness Campaigns

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ABSTRACT

Digital platforms like Hidoc are transforming medical education by efficiently reaching healthcare professionals (HCPs) and promoting evidence-based practices. This article highlights a recent Hidoc campaign aimed at raising awareness about a combination therapy for migraine management. Targeting over 100,000 HCPs across India, the campaign utilized an omnichannel approach, including app notifications, email campaigns, and tele-calling, with weekly content tailored to key specialties.

The campaign achieved 913,034 impressions, 93,056 clicks, and a 10% click-through rate, with significant regional engagement in Andhra Pradesh, Uttar Pradesh, and West Bengal. Post-campaign surveys showed an increase in prescribing likelihood from 60% to 62.5%, demonstrating its impact on clinical decision-making. This initiative underscores the potential of digital strategies in enhancing medical education and influencing healthcare practices.

Keywords: Digital medical education, healthcare professionals, omnichannel campaign, migraine management therapy, prescribing trends, Hidoc platform, regional engagement, clinical decision-making,

evidence-based practice, digital healthcare strategies.

INTRODUCTION

Medical education is rapidly evolving, with digital platforms becoming integral to efficiently and effectively reaching healthcare professionals (HCPs). These tools are crucial in promoting evidence-based practices and fostering professional collaboration. (1) This article highlights the success of a recent campaign conducted on Hidoc, a leading digital medical learning platform, aimed at enhancing awareness about a combination therapy for migraine management.

MATERIALS & METHODS

The campaign employed Hidoc's omnichannel approach, targeting over 100,000 HCPs across India. Outreach was achieved through diverse mechanisms, including app-based notifications, email campaigns, SMS, website advertisements, and tele-calling. To measure its impact, a pre-survey was conducted at the campaign's onset to assess baseline awareness and prescribing habits, followed by a post-survey to capture changes.

Weekly content delivery in various formats, scrollers, stories, and educational materials ensured consistent engagement throughout the campaign. The content strategy focused

on key specialties such as general physicians, consulting physicians, and ophthalmologists, tailoring information to meet their professional needs.

RESULT

The campaign achieved remarkable reach and engagement, recording 913,034 impressions and 93,056 clicks, with an impressive average click-through rate (CTR) of 10%. Regional engagement was particularly noteworthy, with Andhra Pradesh, Uttar Pradesh, and West Bengal accounting for 42% of total impressions. This success underscores Hidoc's ability to target regional audiences effectively.

The campaign's influence on prescribing trends was also evident. Initial surveys revealed that 60% of HCPs were likely to prescribe the migraine management therapy, a figure that increased to 62.5% post-campaign, demonstrating a measurable impact on clinical decision-making.

Content effectiveness was highlighted by consistent engagement across formats, reflecting Hidoc's ability to capture and retain HCP interest. The omnichannel strategy ensured comprehensive exposure, while feedback loops through surveys provided actionable insights for continuous improvement.

DISCUSSION

This campaign exemplifies the transformative potential of digital platforms in medical education and awareness. Hidoc's strategic focus on high-engagement regions showcases its adaptability to diverse audience needs. The increase in prescribing rates from 60% to 62.5% underscores the value of targeted educational campaigns in influencing clinical behavior.

However, there is room for enhancement. While the CTR was commendable, further strategies to convert impressions and clicks into actionable clinical outcomes could be explored. Additionally, expanding outreach to underrepresented regions could ensure equitable access to educational resources.

By integrating surveys with digital campaigns, Hidoc demonstrated its ability to generate meaningful insights into HCP behavior, paving the way for iterative improvements in future initiatives.

CONCLUSION

This campaign underscores Hidoc's role as a trailblazer in revolutionizing medical education through digital platforms. By delivering targeted educational content and fostering professional interaction, the initiative not only increased awareness but also positively influenced prescribing behaviors. (2) These efforts mark a significant step toward better patient outcomes and highlight the untapped potential of digital tools in shaping the future of healthcare.

Declaration by Authors

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