

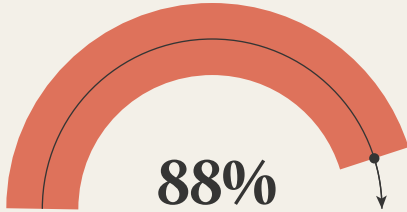
FINDING THE INTERACTIVE EDGE IN MEDICAL EDUCATION

In today's fast-paced medical landscape, healthcare professionals are increasingly seeking more engaging, dynamic ways to consume educational content. However, there's a disconnect between their needs and what pharmaceutical companies are currently providing. This infographic explores the rising demand for interactive content, highlighting its power to boost engagement, improve message retention and cater to diverse learning preferences.

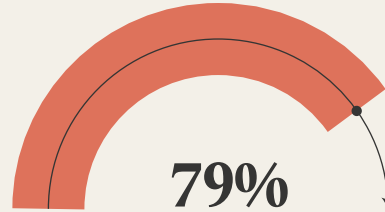
THE POWER OF INTERACTIVE CONTENT

X2

Interactive content doubles audience engagement



of marketers say interactive content sets brands apart.



of marketers agree integrating interactive content boosts message retention.

Source: Linearity, 2023

THE DEMAND IN MEDICAL EDUCATION

HCP demand

High Medium Low

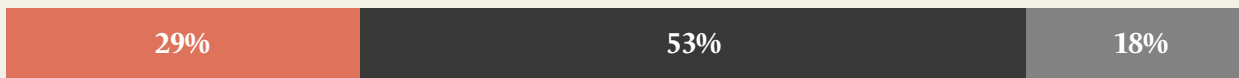


Influence on websites used for education



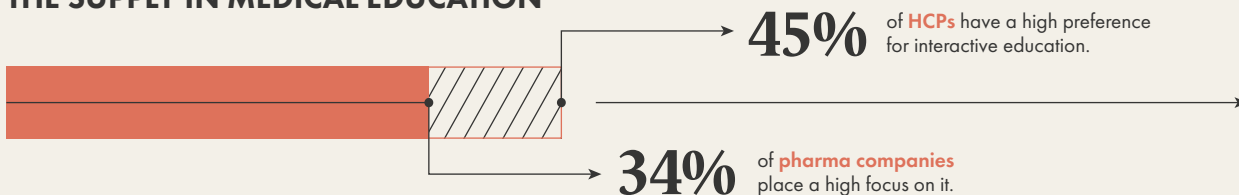
Does pharma collaborate with websites to offer this?

Yes No Don't Know



Source: EPG Health, 2024

THE SUPPLY IN MEDICAL EDUCATION



Source: EPG Health, 2024

MOST POPULAR INTERACTIVE FORMATS

Three of the most effective interactive content forms:

- 1 Quizzes**

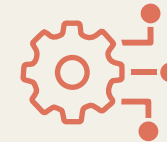
52% of HCPs regularly use quizzes to test their knowledge.
- 2 Interactive infographics**

1 out of 3 HCPs have a strong preference for infographics.
- 3 Assessments**

61% of HCPs want more or better access to accredited learning activities (CME).

Source: EPG Health, 2024 and Linearity, 2023

HOW TO GET IT RIGHT



Overcome tech barriers:
Anticipate user challenges effectively.



Ensure accessibility:
Tailor content to diverse learning needs.



Balance cost and quality:
Collaborate with experts for smart investment.

Source: Digitalya, 2024

EMJ CASE STUDY: INTERACTIVE VS. STATIC CONTENT

EMJ is leading provider of interactive medical education. To show its effectiveness, we compared data from static and interactive versions of the same article.



Interactive article generated **4.5 times** more sessions



Users rated the interactive article **10%** higher



User ratings of the interactive article surged by **3300%**

Source: EMJ, 2024