



CASE STUDY

Beyond the call of duty

Our client wanted to create a regular touchpoint with ophthalmologists to provide peer-to-peer education and discussion on hot topics. As a leader in the therapy area, the client wanted to be seen as a trusted partner and forge long-term relationships with a KOL faculty pool and the wider medical community. Is that your goal too?

Our thoughts:

When is a meeting not just a meeting? When it is a Jango programme! Memorable meetings can be a one-off event, but the best events have a resonance that extends well beyond the closing statements. We see every event as part of a **roadmap of engagement** with the delegates, that begins from the first teaser email and continues after the meeting with take-home resources, summaries and follow-up activities. **It's one thing to meet a person, it's quite another to build a relationship with them.**



The outcome:

The Wednesday webcasts have built up over time to become a monthly 'must-go' for clinicians in the field, reaching a large pool of targeted HCPs. 97% of those HCPs would recommend the webcasts to a colleague. The hybrid Beyond 2021 meeting won the **PM Society Silver Award in HCP Education** and 100% of HCPs viewed the client as a valued partner for medical education needs from this meeting.

