



CASE STUDY

Education is a journey; not a destination

We have been working with a client for several years to create engaging content for their medical education brand across four neuroscience therapeutic areas. This is a continual evolution and Jango is pivotal in developing new educational content in a variety of formats. How do you ensure your educational offerings stay exciting and current?

Our thoughts:

In our opinion, education is always **an ongoing journey rather than a single touchpoint**. Building on the success of 2021, this medical education programme is being **delivered to an ever-higher standard**, continuing our ongoing training and meeting series with an innovative hybrid approach to meet the varied needs of HCPs with an even larger faculty.



The outcome:

More than 1,070 HCPs joined these initiatives in 2021 alone, with almost 6,000 touchpoints created. The programme trained 80 new HCPs to administer the client's product. Feedback on the content, objectives and quality exceeded 90%, and 100% of attendees would recommend an initiative in this series to a colleague. Customers fed back that they enjoyed the sequential nature of the webinars and **the feeling of a learning pattern or journey**. As well as great feedback from the client and the direct audiences, it is always nice to have our work acknowledged as gold standard in the industry. This initiative won the client's **Global President's Award in both 2020 and 2022**.

