

ENGAGING 10% OF TARGET HCPs IN 3 MONTHS

Multi-kinase Inhibitor

THE CHALLENGE

M3's client needed to **educate** oncologists on their new multi-kinase inhibitor, designed to treat colorectal cancer, and non-respondent inoperable GIST.

THE SOLUTION

M3, in conjunction with the client brand team, created a series of **branded and unbranded clinical and educational communications**.

These communications were distributed to M3 oncologists through **multiple digital channels**.

The messages utilized a **"test and teach" method**. Content included knowledge quizzes to promote message recall and identify knowledge gaps.

THE RESULTS

M3's campaign **identified knowledge gaps** which confirmed brand team beliefs, as well as discovered unidentified knowledge gaps.



Over **2000**
engagements



Average time spent
per engagement:
2 minutes
45 seconds



10% of the client's
target list USMDs
engaged with the
program **in 3 months**

