

# Case study : Rapidly diffusing new knowledge on novel medicines for COVID-19 in India



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Tech Care for All | Feb 2022



## At a glance

A leading maker of medicines for global markets used MLH to host 69 knowledge-sharing webinars on COVID-19, reaching 65,448 doctors and other HCPs involved in COVID care, throughout 2020-2021. The company's proactive, professional and scientifically sound contributions likely improved care for thousands of patients. Drawing high marks from participating clinicians, the program also reinforced the brand's name recognition, gravitas and credibility.

## Key metrics



**65,448**

HCP Registrants



**276**

KOLs Engaged



**180 HRS**

Clinical Science  
Experiences Shared

## CHALLENGES

The India business of a Global Top 5 generics company was licensed to manufacture and sell two anti-viral medicines that had recently been approved by the European Union and U.S. Food & Drug Administration for use with COVID-19 patients. Given India's skyrocketing COVID-19 cases, there was an urgent need to increase clinician knowledge and confidence about managing COVID-19 patients with these important new treatments. But how to reach the millions of physicians across India's vast and diverse healthcare community?

## SOLUTIONS

Tasked with the plan to spread scientific evidence-based awareness amongst HCPs in the country, TC4A India worked to secure expert speakers, panelists and partner healthcare organizations on COVID-19 topics ranging from Emerging Treatment Options to ICU Management and Infection Control, Clinical Management of Mucormycosis, and global Vaccine Updates.

We rapidly devised a full suite of services to extend these knowledge exchanges to an extremely large number of clinicians across India and in neighboring countries. Tapping our extensive user base and partnerships with scientific associations, we reached out to about 300,000 healthcare professionals across India to promote the courses.

We hosted 69 knowledge-sharing webinars extending through 2020 - 2021 - at a pace of more than two per month.



**Knowledge  
Exchange**



**Information  
Technology**



**Professional  
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Digital Health EdTech



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India: Mumbai, Delhi  
Abuja (Nigeria), Nairobi, Dakar



**Tech Care for All**

Among the key elements of Tech Care for All's approach:

- **Nationally known Key Opinion Leaders** were featured as faculty, with occasional appearances by leading international researchers from around the globe
- **Informative MLH course pages** were optimized for search engines, drawing thousands of visitors

Belgium | France | India | Kenya | Nigeria | Senegal | USA

# Rapidly diffusing new knowledge on novel medicines for COVID-19 in India: Case Study



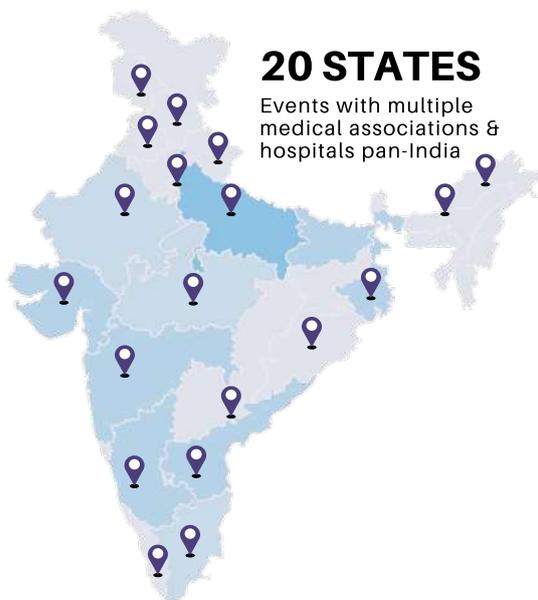
## Testimonial

MLH helped us increase the access in private market HCPs, helped us to build brand equity, helped us to build academic leadership in healthcare during the pandemic and to drive a change in treatment guidelines in the country. I truly appreciate the sincerity that each MLH employee has towards their work.

-- Sr. Marketing Manager

- Innovative, multiplatform digital marketing reached doctors “where they live”: on WhatsApp, Instagram and Facebook, along with LinkedIn and others, while our highly responsive helpdesk supported those with questions
- “White glove” MLH hosting ensured smooth webinar delivery with full tech support for speakers, in-class polls, recording/editing services where needed, playback access, and certification as appropriate
- Extensive course analytics to help the client understand its audience and react to learning needs in the medical community as the pandemic progressed

This assignment exemplifies how TC4A’s unique end-to-end approach made it possible to rapidly diffuse knowledge to the 65,448 doctors who participated in one or more COVID-19 updates.



## BENEFITS

### 1 Increased Reach & Engagement

Surrounded by strategic digital marketing, this carefully curated series has reached thousands of physicians, prompting increased engagement and peer exchanges, improving patient care and earning goodwill for the client company

### 2 Increased Knowledge

Post-workshop polls consistently show that doctors participating in these COVID-19 classes gained in confidence and self-assessed as having increased their knowledge and skills. Quality and technical aspects of these eLearning courses were highly rated, and the free registration removes cost as a barrier.

### 3 Leadership

During a time when HCPs across the globe were ill-equipped with experience and tools to confront a healthcare crisis, this company’s proactive, professional and scientifically sound contributions to the care of COVID-19 reinforced the brand’s credibility throughout India and wherever HCPs accessed the content.



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