

EPG Health Media

Specialists in...

- Communication Solutions
- Electronic Publishing
- e-Communications strategy and deployment
- HCP Communications Reach
- HCP Market Research
- Patient Communications
- Audience engagement



www.epghealthmedia.com

www.epgonline.org

www.epgpatientdirect.org

www.epgsurvey.com

We are an innovative communications business with established divisions specialising in digital publishing, communications consultancy and market research.

Our highly targeted products and services provide effective and diverse routes to market for our clients. Every project is tailored to client specification with KPI's and ROI at the forefront from the planning stage. A growing portfolio of medical and healthcare organisations, including 8 of the worlds top 10 Pharmaceutical Companies enjoy the benefits of working with our experienced team of consultants.



Publishing

epgonline.org – online educational resource and knowledge base for healthcare professionals.
Patient Direct – web-based educational resource for patients and consumers.

Communications

We provide a range of services, from Senderscore certified email campaigns to database driven website authentication/log in/registration, medical writing, content translation, website development and hosting, SEO with an eye to Pharma and e-detailing.

Market Research

EPG Survey – our 'opted in' market research panel of fully authenticated healthcare professionals.

EPG Online

Established in 2000, EPG Online is a web-based service published with the sanction of The European Medical Association. It provides in excess of 300,000 registered healthcare professionals with free access to a wealth of medical educational tools, including;

Drug Database; a searchable database of prescription medicine.

Knowledge Centres; a library of interactive disease and condition specific diagnosis and management resources.

Daily News Articles; breaking medical news, searchable by medical specialty and date.

Client opportunities:

- Disease Knowledge Centre partnership.
- E-detailing.



Launched in 2007, EPG Patient Direct is a 'one-stop' health portal for the general public in Europe. Available in multiple languages, it provides a credible source of timely and authoritative information on a broad range of medical issues and conditions.

Quick Guides; condition-specific, multiple language health guides that break down medical language barriers, raise patient awareness and facilitate dialogue between patients and healthcare professionals.

Health News – breaking health news, searchable by condition.

Client opportunities

- Quick Guide partnership.
- Advertising.

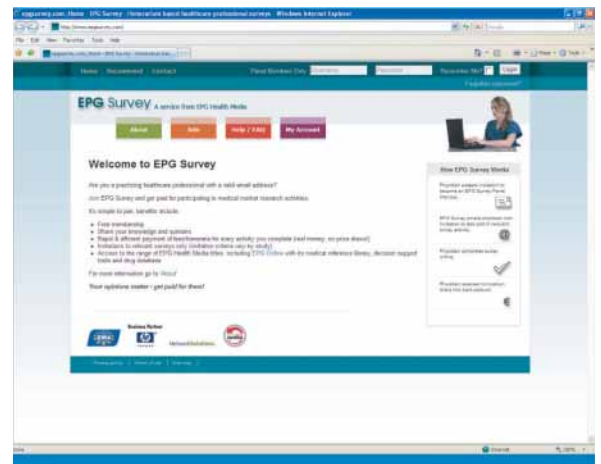


EPG Survey provides;

- Opted-in authenticated survey panel.
- Access to health professionals across all specialties.
- A bridge between the medical industry and its market.
- Physicians with the opportunity to share their clinical opinions.
- Honorarium processing.

Client opportunities

- End to end managed market research activity from invitation to administration, payment processing and reporting.



EPG Health Media - product and service offering

We provide a direct route to market for our clients through tailored communication packages.

Website Development

- Website development & implementation.
- Secure web hosting.
- Website security, registration, database & CRM tools.
- Database creation and management.

E-Detail Campaigns

- e-detail creation, delivery and tracking.

Research

- Honoraria disbursement.
- Blind surveys.
- End to end management including survey hosting and reporting.

Delivery

- Advertising and on-line media buying.
- Patient/physician communications in print & online media.

Content sponsorship

- Disease Knowledge Centre sponsorship (HCP audience).
- Patient Direct Quick Guide sponsorship (consumer audience).



The EPG team prides itself on an ability to understand client objectives, develop unique solutions and implement effective project strategy to meet requirements and exceed expectations.

Client Testimonials

"We have been very pleased with the fast and reliable process, from when the first timelines were set up, to the final result. Obstacles have been dealt with promptly, and suggestions for improvement delivered pro-actively"

".....It looks really good. You can be really proud and I would like to congratulate you. I would also like to take the opportunity and thank you for the nice co-operation...."

"It's been fantastic working with you, and I hope to be able to collaborate with you again in the near future!easy to work with, conscientious with details, and insightful pertaining to strategy."



Contact details

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