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IMPACT OF DIGITAL VIDEO MARKETING ON ANTIMICROBIAL RESISTANCE (AMR) AWARENESS VIA THE HIDOC DR. PLATFORM

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ABSTRACT

This article evaluates the impact of a nationwide digital medical education campaign focused on antimicrobial resistance (AMR), conducted exclusively on the Hidoc Dr. platform. The campaign aimed to enhance physician awareness, share evidence-based guidelines, and improve clinical decision-making around AMR management. The campaign reached over 85,455 healthcare professionals, generated 383,625 impressions, and achieved 30,220 article clicks, resulting in a strong CTR of 8%, well above benchmark rates. Engagement patterns varied across regions, specialties, and article topics, reflecting diverse interests in AMR education. We integrate campaign analytics with clinical insights to assess educational effectiveness and underscore Hidoc Dr.'s role as a scalable, impactful platform for physician-targeted learning.

Keywords: Antimicrobial Resistance Awareness, Digital Medical Education, Hidoc Dr. Platform, Antibiotic Stewardship, AMR Treatment Guidelines, Physician Engagement.

1. INTRODUCTION

Background

Antimicrobial resistance (AMR) has emerged as a major global threat, with an estimated 1.95 million deaths in 2019 attributed directly to AMR infections. The World Health Organization has consistently listed AMR as one of the top 10 global public health threats, a trend that continues to aggravate clinical outcomes, healthcare costs, and mortality rates worldwide [cited from WHO AMR threat data] (1). In India, increasing prevalence of multidrug-resistant (MDR) and extensively drug-resistant (XDR) pathogens escalates the urgency for robust clinician education in rational antimicrobial use [National Action Plan India highlights communication priorities] (2).

Digital Medical Education and AMR

Traditional CME modes like conferences and printed materials often face limitations in frequency, reach, and cost-efficiency. Digital platforms like Hidoc Dr. overcome these barriers by offering on-demand, peer-reviewed content accessible to verified healthcare professionals across India. These platforms also enable measurable engagement metrics, essential for understanding content impact in real time.

Campaign Objective

The primary goals of this campaign were to:

- Deliver evidence-based AMR education via accessible digital articles.
- Promote updated antimicrobial stewardship practices among clinicians.
- Track engagement metrics across regions, specialties, and content topics.

2. METHODOLOGY

2.1 Campaign Design and Duration

The digital campaign ran from 16 May to 7 August 2025, featuring 24 KOL-led videos on AMR-related themes released at a rate of two per week. It targeted healthcare professionals including critical care specialists, microbiologists, nephrologists, urologists, pulmonologists, infectious disease experts, and surgeons.

2.2 Content Development

Content covered core AMR topics:

- Global and local burden of AMR
- Updated treatment guidelines and resistant pathogen profiles
- Antimicrobial stewardship principles
- Diagnostic best practices

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2.3 Delivery Channels

The omnichannel strategy employed:

- Mobile app & web articles with full-length content
- WhatsApp/SMS broadcasts for quick summaries & links
- Email newsletters for broader visibility

This approach ensured that each healthcare professional received content through at least one channel, increasing accessibility and engagement.

3. RESULTS AND DISCUSSION

Overall Campaign Performance

This performance indicates substantial engagement, reflecting clinician interest in AMR topics and the effectiveness of Hidoc Dr.'s delivery approach.

Table 1: Overall Campaign Performance

SN.	Metric	Value
1	Reach	85,455 HCPs
2	Impressions	383,625
3	Clicks	30,220
4	**CTR**	**8%**

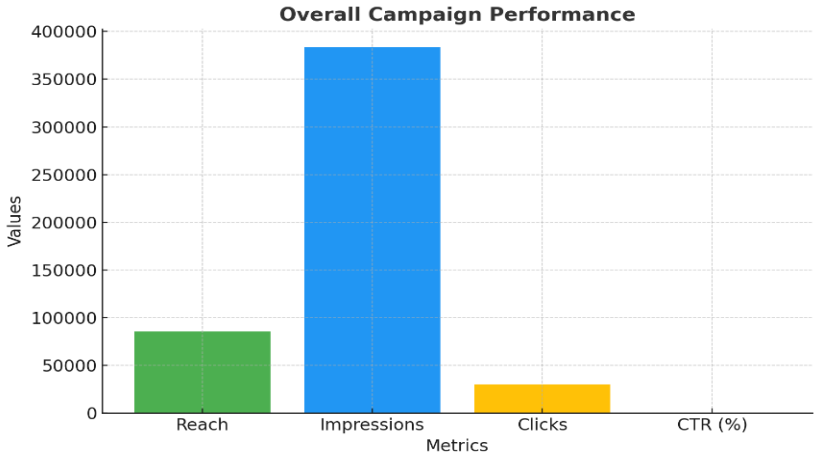


Figure 1: Overall Campaign Performance

Regional Engagement Insights

High-engagement regions included Maharashtra, Karnataka, and Tamil Nadu, correlating with urban healthcare infrastructure and digital readiness in physician education.

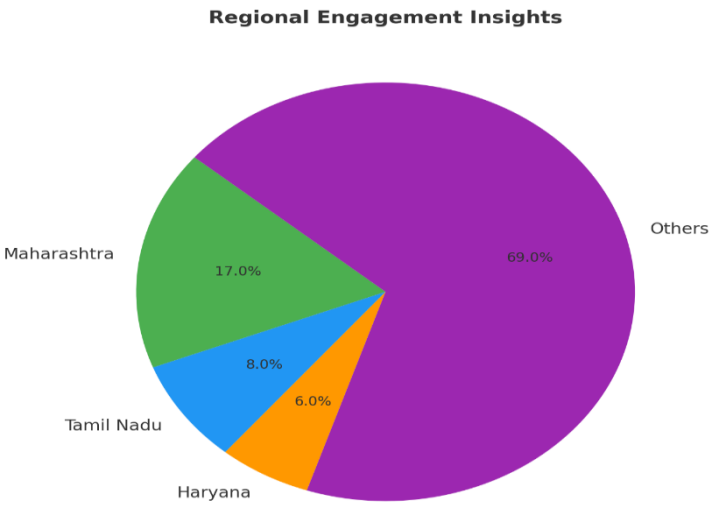


Figure 2: Regional Engagement Insights

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Specialty-Wise Engagement

- Surgeons posted the highest click-through rates (up to 12%)
- Significant engagement seen from critical care, infectious disease, and microbiology specialists

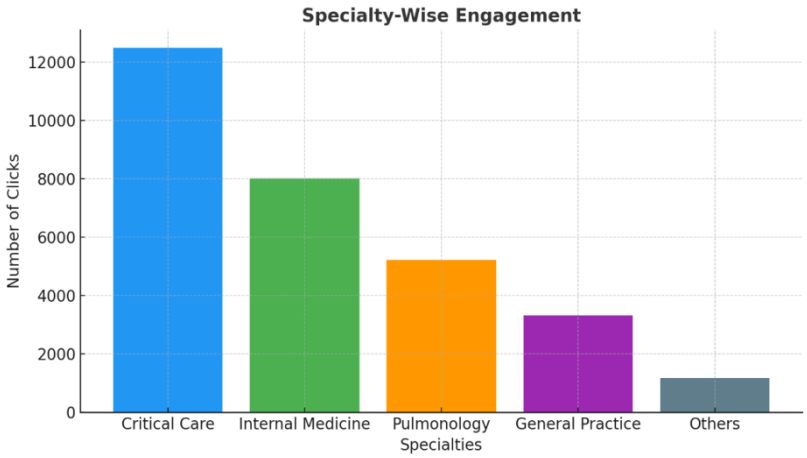


Figure 3: Specialty-Wise Engagement

Discussion

Role of Digital Platforms in AMR Education

Hidoc Dr.'s physician-only model led to highly relevant content delivery and engagement. The platform's effectiveness demonstrates digital CME's potential to address gaps in traditional educational outreach, especially in rapidly evolving public health domains like AMR.

Clinical Relevance of AMR Topics

The campaign's content aligned with global priorities. For instance, India's National Action Plan on AMR urgently highlights the need for awareness, training, and improved prescribing practices, in line with the campaign's focus areas [NAP-AMR strategies] (2).

Regional & Specialty Trends

Engagement concentrated among practitioners in specialties most affected by AMR and regions with better access to digital infrastructure, underlining the importance of targeted education strategies.

Implications for Future CME Campaigns

To further enhance impact, future campaigns could:

- Develop region-specific content and language localization
- Incorporate microlearning modules such as quizzes or infographics
- Expand topics to include One Health AMR education for broader systemic understanding [evidence of school curriculum AMR impact] (3)

4. CONCLUSION

This campaign exemplifies how digital-first medical education, combined with evidence-based content and a targeted physician audience, can significantly elevate AMR awareness in clinical practice. Over 85,000 HCPs engaged, resulting in an impressive CTR of 8%. High interest in updated guidelines signals a growing demand for accessible, trustworthy medical updates. Moving forward, refining content based on specialty and regional data can improve educational relevance, adoption, and ultimately, patient outcomes.

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