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Webinar Campaign–First Approach to Pharma Marketing: Scaling Multi-Specialty Engagement with Hidoc

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Abstract

A large-scale, digitally driven webinar marketing initiative, powered by Hidoc, was executed to enhance healthcare professional (HCP) engagement across multiple therapy areas, including Oncology, Nephrology, Orthopaedics, Rheumatology, and Pediatrics.

The campaign leveraged Hidoc's omnichannel ecosystem combined with clinically relevant, expert-led content to drive participation in pharma-led webinars. Through targeted outreach, high-frequency promotion, and structured educational formats, the initiative successfully exceeded predefined KPIs for registrations and attendance.

This model highlights Hidoc's capability to deliver scalable, high-impact webinar marketing solutions, enabling consistent engagement and measurable outcomes across diverse clinical segments.

Introduction

Engaging healthcare professionals at scale has become increasingly complex due to reduced in-person interactions and growing digital content saturation. Conventional outreach strategies often lack the depth and consistency required to sustain engagement, particularly across multiple specialties.

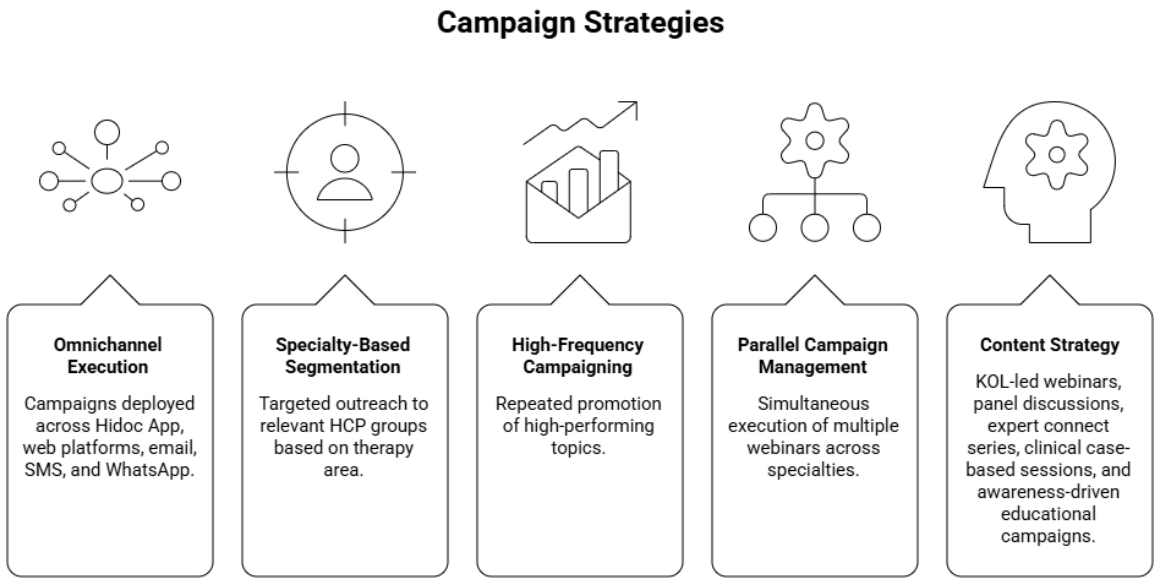
To address this challenge, Hidoc implemented a structured webinar marketing framework centered on high-demand clinical topics and expert-led knowledge dissemination. The platform's integrated approach combines repeated exposure, specialty-based targeting, and omnichannel communication to maximize reach and participation.

Leveraging its strong digital footprint among clinicians, Hidoc enabled targeted engagement of oncologists, nephrologists, physicians, and other specialists through scientifically curated, case-based, and discussion-oriented content designed to foster meaningful clinical interaction.

Methodology

The campaign execution was driven through Hidoc's robust digital infrastructure and engagement tools:

- Omnichannel Execution: Campaigns deployed across the Hidoc app, web platforms, email, SMS, and WhatsApp to ensure maximum visibility
- Specialty-Based Segmentation: Precision targeting of HCPs based on therapy area using Hidoc's audience intelligence
- High-Frequency Campaigning: Strategic repetition of high-performing topics (e.g., NSCLC, pneumococcal disease)
- Parallel Campaign Management: Seamless execution of multiple concurrent webinars across specialties using Hidoc's scalable backend
- Content Strategy:
  - KOL-led webinars facilitated through Hidoc
  - Panel discussions with multi-specialty experts
  - Expert connect series
  - Clinical case-based sessions
  - Awareness-driven educational campaigns



Campaign Metrics

Using Hidoc, the campaign achieved significant scale within a short duration:

- Total Webinars Executed: 240+
- Duration: 4 Months
- Therapy Areas Covered: 5+
- Average Registrations per Webinar: 750+ (Target: 500+)
- Average Attendees per Webinar: 475+ (Target: 350+)
- Total Registrations: 180,000+
- Total Attendees: 114,000+



Survey Campaign

A post-campaign performance analysis, conducted using insights derived from Hidoc's engagement analytics, evaluated participation trends and content effectiveness.

Key findings included:

- Strong preference for expert-led and panel discussion formats facilitated via Hidoc
- Higher engagement in clinically focused, disease-specific topics
- Repetition of high-demand themes significantly improved turnout
- Oncology topics, particularly NSCLC and Multiple Myeloma, showed sustained interest
- Awareness-driven campaigns (e.g., pneumococcal disease) scaled effectively with repeated exposure
- Hidoc's multi-channel visibility significantly improved registration-to-attendance conversion

These findings underscore Hidoc's strength in combining content relevance, frequency, and expert credibility to drive sustained HCP engagement.

Results

The campaign consistently outperformed defined KPIs across all therapy areas, demonstrating the scalability and efficiency of Hidoc's webinar marketing model:

- Achieved 50%+ higher registrations than target benchmarks
- Delivered significantly higher attendance rates across webinars
- Established oncology as the leading engagement driver on Hidoc
- Demonstrated repeatability of high-performing themes
- Enabled seamless high-volume, parallel campaign execution without performance dilution

Conclusion

This initiative demonstrates how Hidoc is redefining pharma marketing through scalable, omnichannel webinar strategies.

By combining clinically relevant content, expert-led formats, and data-driven targeting, Hidoc consistently enabled campaigns to exceed performance benchmarks—delivering over 180,000 registrations and 114,000 attendees within a short timeframe.

The findings reinforce the importance of repetition, specialization, and omnichannel visibility in modern HCP engagement. Hidoc's model offers a repeatable, high-impact framework for executing large-scale digital campaigns, facilitating improved knowledge dissemination and stronger clinician interaction in an evolving healthcare ecosystem.

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