

# radcliffe.

## Case Studies of Success

# About us.

## Bringing medical knowledge to life

**Radcliffe are the knowledge network for the global cardiovascular community, connecting frontline clinicians with the tools, ideas and information they need. Radcliffe is where practitioners, researchers and innovators go to share and gather insights from around the world, refine skills, and shape best practice.**

Radcliffe endeavours to bring cardiovascular knowledge, insight and innovation to clinicians using communications and creative expertise, innovative platforms and connections across the community to help transform theory into practice faster and more effectively.







# Amplifying educational messages.

**Bringing together an engaged community of over 225,000 healthcare professionals, with the highest production standards and state-of-the-art broadcast capabilities, Radcliffe brings medical education programmes to life.**

Radcliffe curate, stage and broadcast virtual and hybrid events and on-demand programmes that accelerate lifelong learning in the cardiovascular field. Comprising dedicated teams of editors, subject matter experts, marketers, audio-visual professionals and designers, Radcliffe's team provides end-to-end solutions to best build and engage audiences in the most immersive and impactful way.

**Radcliffe's unique approach to content creation and dissemination provides the ideal platform to support your communication needs.**

- Increase event reach and attendance
- Improve audience engagement
- Drive audience data and insights
- Leverage practical impact and legacy



# Case studies.

## CASE STUDY 1

## Building an engaged audience through Breakout Sessions.

### CHALLENGE

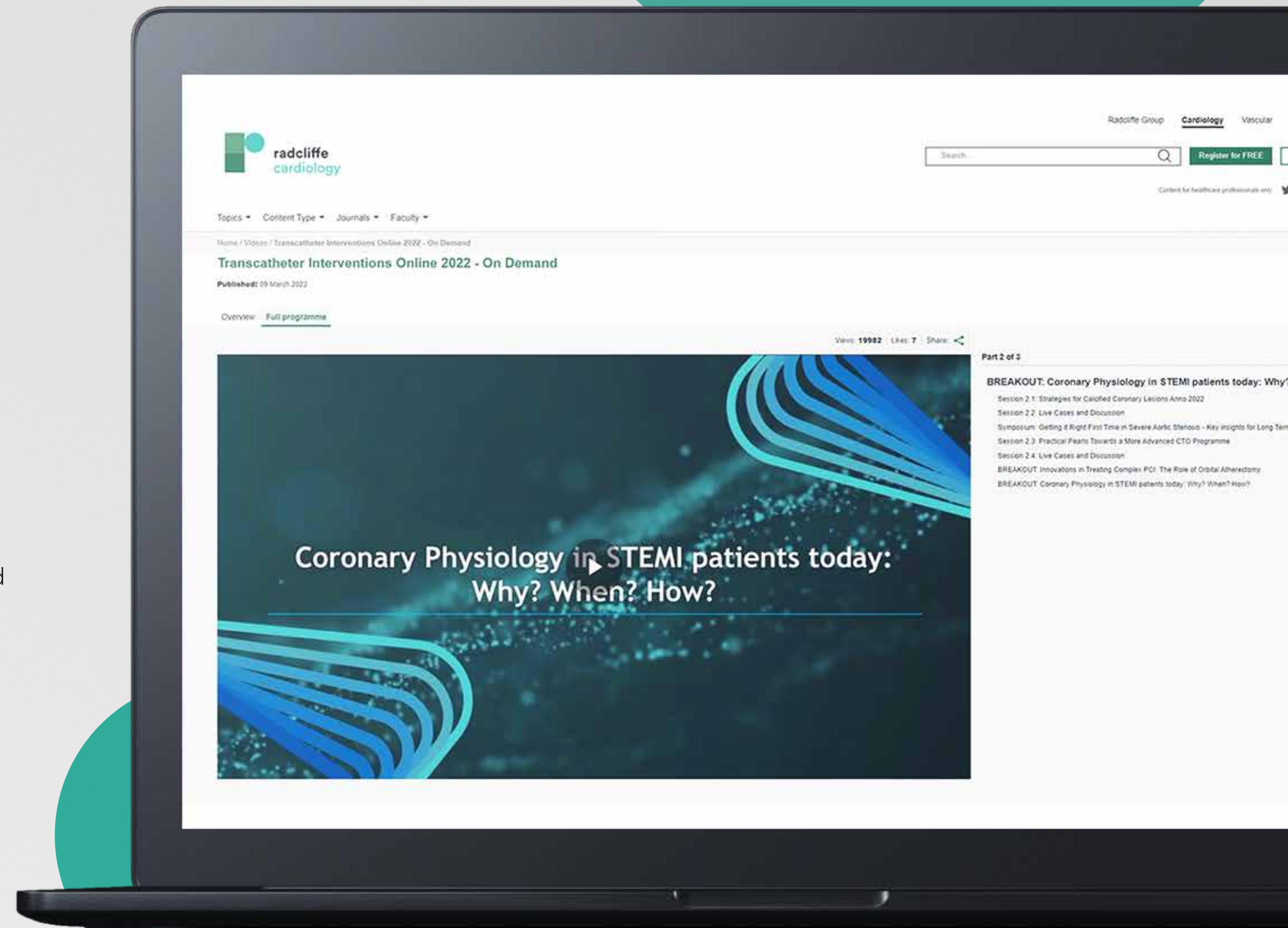
A client was seeking to reach a target group of interventional cardiologists and electrophysiologists in the EMEA region to support education on the clinical benefits of left atrial appendage (LAA) in practice. The client also sought to acquire information to assist their understanding of their target practitioners.



**Lead acquisition**



**Awareness**



*Images are for illustration purposes only. They do not necessarily refer to the programme discussed in each case example.*



## CASE STUDY 1 CONTINUED

### SOLUTION

#### Breakout Session

Following consultation with the Radcliffe team, it was agreed that a Breakout Session at Radcliffe Cardiology's leading structural heart virtual event, *Transcatheter Interventions Online* (TIO) would best align with the client's goals and timeline.

As such, Radcliffe embarked on a collaborative approach to help curate the client's programme, aligning on key educational objectives.

Radcliffe proceeded to market the Breakout Session to registrants of the TIO plenary programme in addition to Radcliffe's wider global community, ensuring the acquisition of a sizable audience with a practical interest in LAA.



## CASE STUDY 1 CONTINUED

### KEY PERFORMANCE INDICATORS

- Delivery of an engaging live programme
- Live attendees: 250

### OUTCOMES

- Live attendees: 412
- Average viewing time: 31 minutes of a 45-minute event
- Opt-in attendee data – name, primary interest, institution and contact details

### Client Feedback

“We appreciate all the hard work that went into making it a flawless experience. It was my first program with the [Radcliffe] team and I could not be more proud of the outcome.”

- Client lead

### Client Feedback

“We received great feedback from our colleagues immediately after the breakout...our speakers very much enjoyed the experience.”

- Marketing Manager







Images are for illustration purposes only. They do not necessarily refer to the programme discussed in each case example.

## CASE STUDY 2

# Developing an engaged community through a live case series.

## CHALLENGE

A client sought to engage the interventional cardiology community to support education on a particular patient group undergoing complex PCI procedures. With a desire for a practical-based approach, the client favoured an enduring campaign to support patient outcomes.



Lead acquisition



Awareness



Bespoke community development



Enduring learning



## CASE STUDY 2 CONTINUED

### SOLUTION

#### A Live Case Series

In collaboration with the client, Radcliffe developed a multiple-episode broadcast series, acquiring a sizable audience among the interventional cardiology fraternity, many of whom engaged with several of the series' broadcasts.

Taking a systematic, algorithmic approach, each episode anchored on a live case, with consistent series' chairs supporting message continuity for a progressive educational journey. A dedicated programme platform – hosting episodes both live and on-demand – acquired data from attendees throughout the campaign, providing insight to the engaged, enduring audience.

SWEDEN

IRELAND

GERMANY

U.K.

# EXPERTS FROM AROUND THE GLOBE

FRANCE

SOUTH AFRICA



## Client Feedback

“...the course went extremely well; we appreciate [Radcliffe’s] dedication to educating the global community.”

- Medical Affairs

### Outro Script

▶ That concludes the discussions for today's round table 'Past, Present and

## CASE STUDY 2 CONTINUED

### KEY PERFORMANCE INDICATORS

- 2,500 registrations across the campaign
- 150 average attendees per live broadcast

### OUTCOMES

- 3,200 registrants across the campaign
- 186 average attendees per live broadcast
- 710 on-demand views within three months of publication
- Average viewing time: 30 minutes per 50-minute broadcast
- Opt-in attendee data – name, primary interest, institution and contact details



### CASE STUDY 3

## Maximising audience, reach and data acquisition through hybrid.

### CHALLENGE

With on-site event attendance below pre-pandemic peak – yet potential audiences greater and more geographically dispersed than ever – a client approached us to discuss how to best maximise the reach and audience engagement of their on-site complete revascularisation-focussed two-day event.



**Maximising audience**



**Lead acquisition**



**Extending geographical reach**

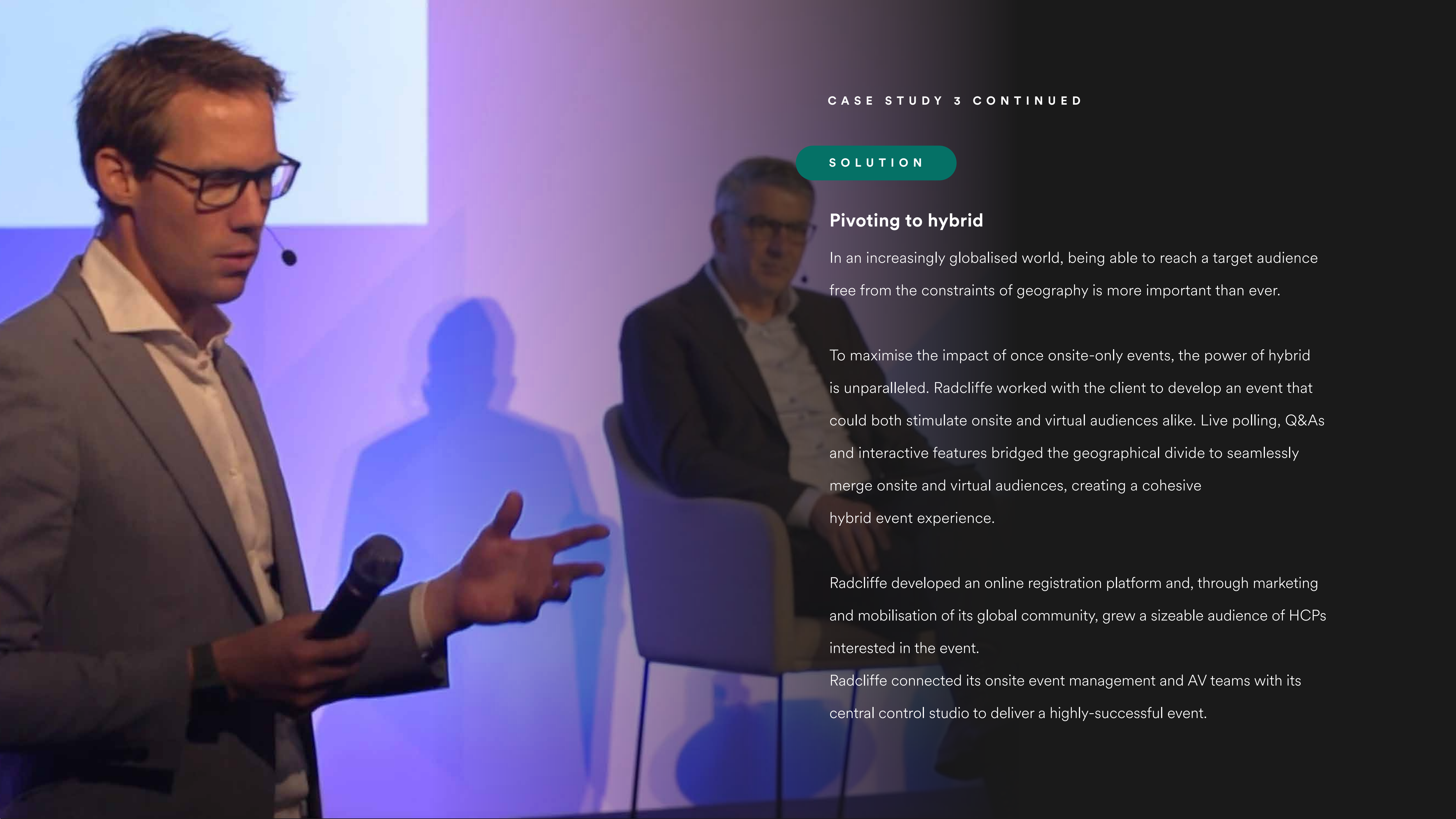


**Enduring learning**



*Images are for illustration purposes only. They do not necessarily refer to the programme discussed in each case example.*





## CASE STUDY 3 CONTINUED

### SOLUTION

#### Pivoting to hybrid

In an increasingly globalised world, being able to reach a target audience free from the constraints of geography is more important than ever.

To maximise the impact of once onsite-only events, the power of hybrid is unparalleled. Radcliffe worked with the client to develop an event that could both stimulate onsite and virtual audiences alike. Live polling, Q&As and interactive features bridged the geographical divide to seamlessly merge onsite and virtual audiences, creating a cohesive hybrid event experience.

Radcliffe developed an online registration platform and, through marketing and mobilisation of its global community, grew a sizeable audience of HCPs interested in the event.

Radcliffe connected its onsite event management and AV teams with its central control studio to deliver a highly-successful event.



## CASE STUDY 3 CONTINUED

### KEY PERFORMANCE INDICATORS

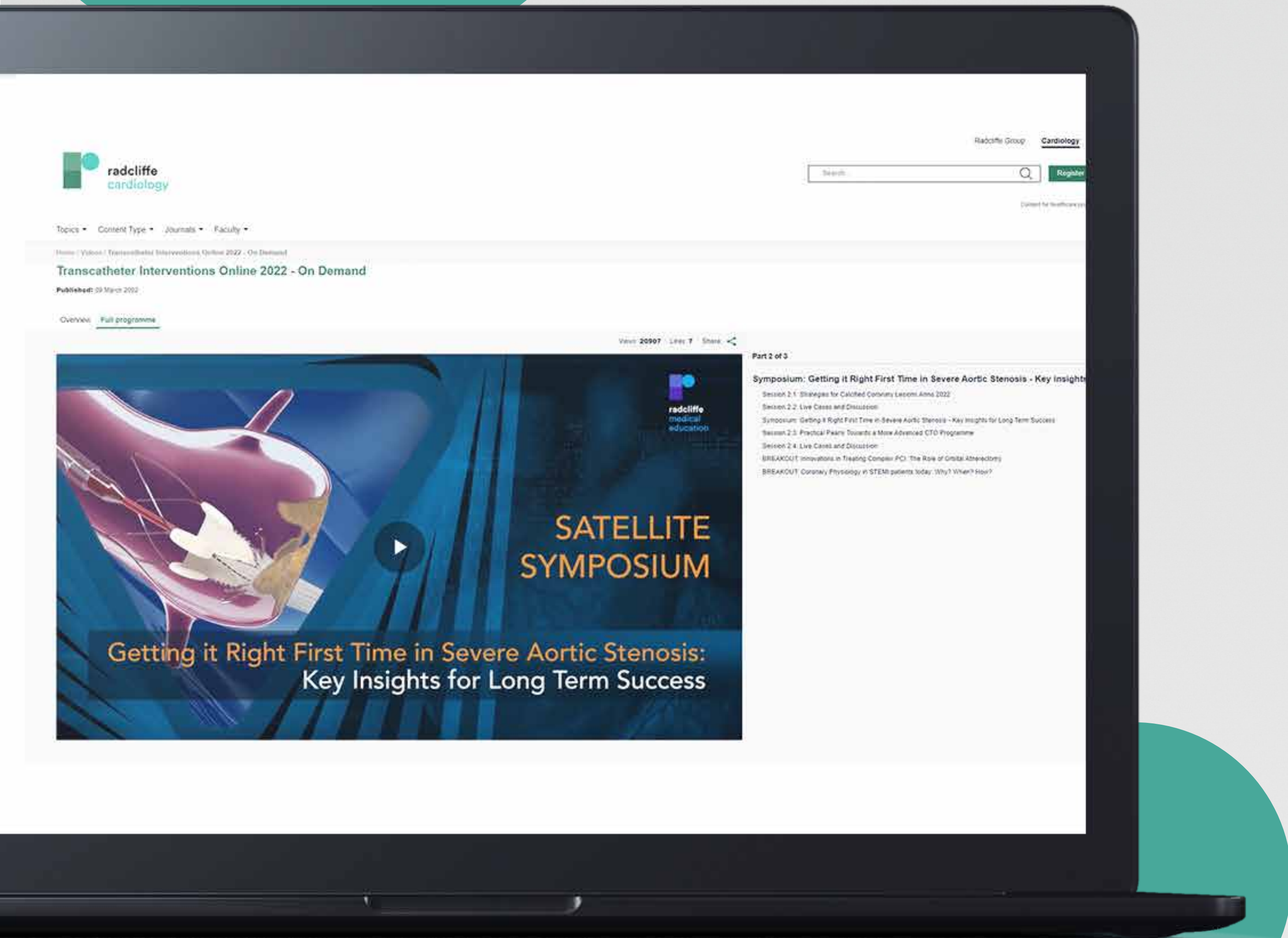
- 2,500 registrations
- 800 unique live attendees

### OUTCOMES

- 3,500 registrations
- 1,200 unique attendees
- Average viewing time: 46 mins from a 2.5-hour broadcast live
- Opt-in attendee data – name, primary interest, institution and contact details
- Enduring engagement of on-demand session recordings







Images are for illustration purposes only. They do not necessarily refer to the programme discussed in each case example.




CASE STUDY 4



# Building awareness and knowledge through accredited education.

CHALLENGE

A needs assessment highlighted a knowledge gap among practicing interventional cardiologists and surgeons centred on the implications of TAVI procedures for coronary artery disease, atrioventricular valve disease and transcatheter heart valve degeneration.

- **Practical knowledge development**
- **Formal CME-accredited learning**
- **Removing barriers to adoption**



## CASE STUDY 4 CONTINUED

### SOLUTION

#### CME-accredited symposium

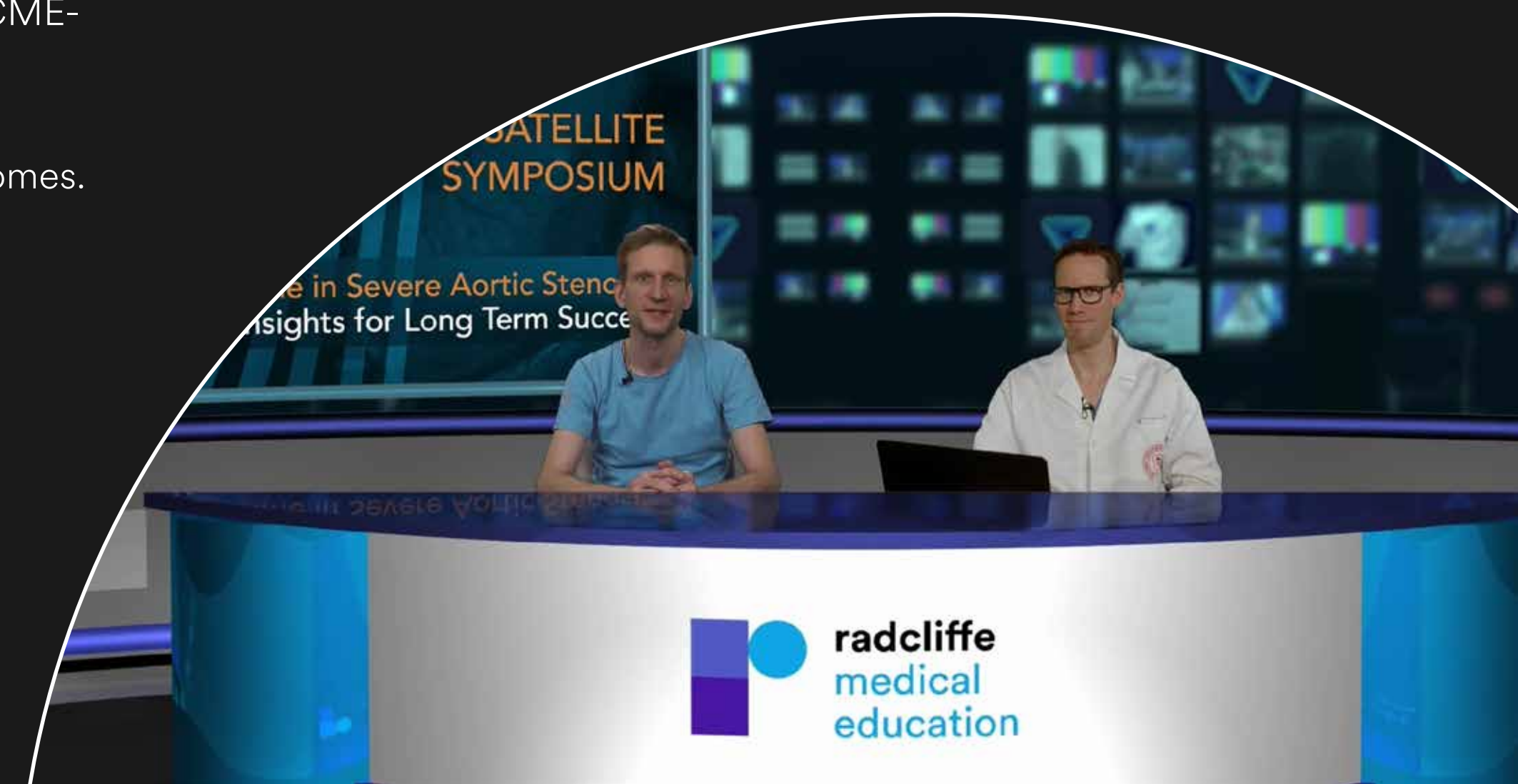
To best address this educational need, Radcliffe Medical Education submitted an unrestricted educational grant for a programme aimed to target interventional cardiologists globally – in particular those in the EMEA region – to support learnings around patient selection, physiology, technological options and practical strategies for TAVI implantations.

On successful receipt of the grant, Radcliffe assembled a faculty of international opinion

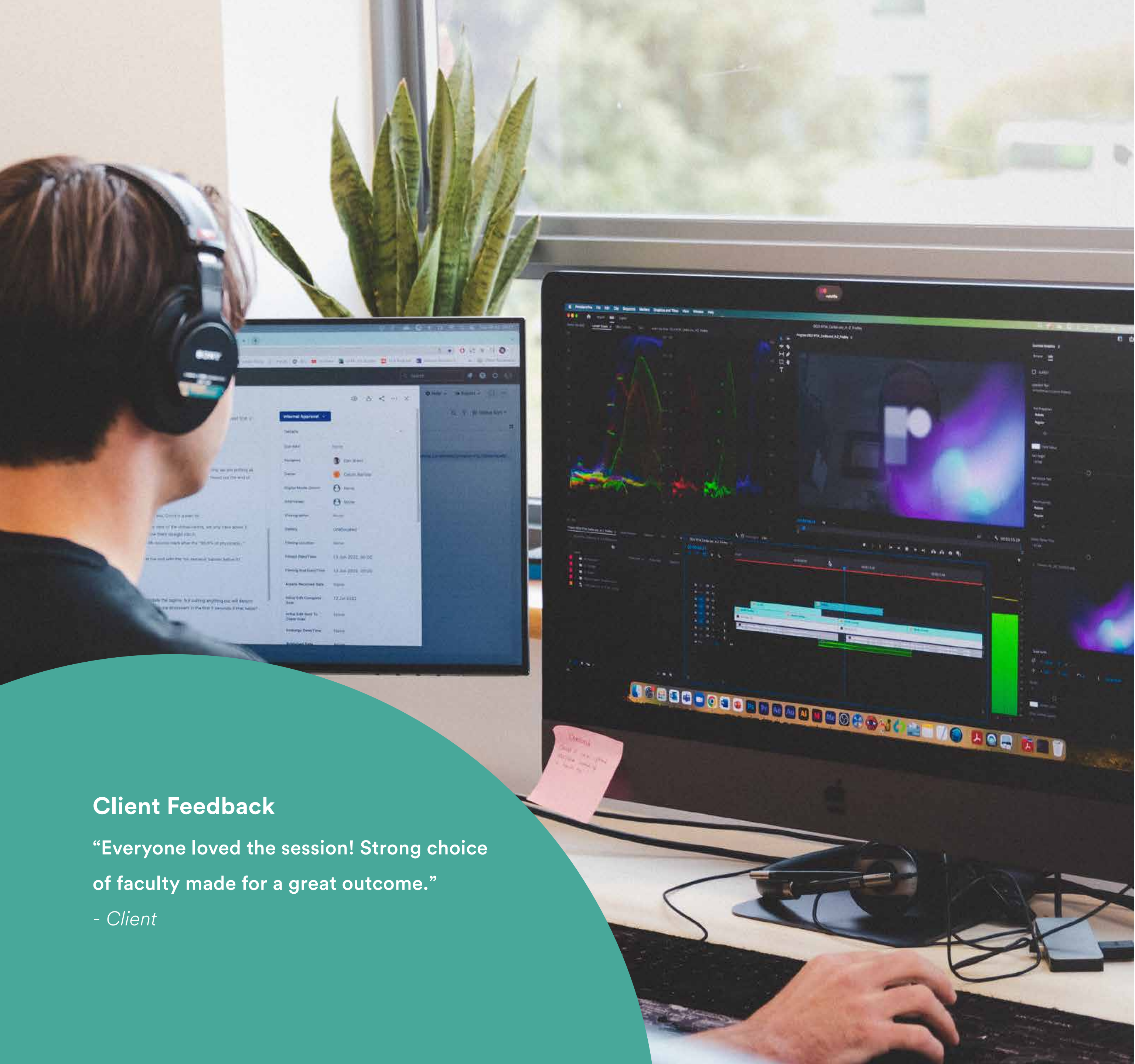
leaders best placed to discuss theory, data and real-world experiences to support optimal patient outcomes, and engaged a leading institution for a live case broadcast.

Radcliffe's scientific team, in conjunction with the course leadership, carefully curated a CME-accredited programme aligned to learning objectives to best support real-world outcomes.

Radcliffe connected with its *Transcatheter Interventions Online* (TIO) registrants and wider Radcliffe Cardiology community to develop a large, engaged audience seeking high-quality formalised learning.







### Client Feedback

“Everyone loved the session! Strong choice of faculty made for a great outcome.”

- Client

### CASE STUDY 4 CONTINUED

#### KEY PERFORMANCE INDICATORS

- 400 live attendees
- 200 CME certification requests

#### OUTCOMES

- Over 800 live attendees
- 385 CME certification requests
- Average viewing time: 40 minutes out of a 55-minute broadcast
- Attendee follow-up survey revealed 66% likely / very likely to change practice as a result of the programme



## CASE STUDY 5

# Changing practice through powerful discussions.

## CHALLENGE

A client was seeking to educate physicians on the latest evidence supporting the benefits of AF ablation. Intended to extend education beyond electrophysiologists, the programme sought to strengthen patient referral pathways to address otherwise undetected AF.



**Removing barriers to adoption**



**Patient-centric awareness**



**Enduring learning**



*Images are for illustration purposes only. They do not necessarily refer to the programme discussed in each case example.*



## CASE STUDY 5 CONTINUED

### SOLUTION

#### A Roundtable Discussion

Radcliffe worked with the client to bring together a strong international faculty to discuss best practice in treatment pathways for AF. Discussions centred on the benefits of AF ablation compared to AAD therapy and the role of guidelines in improving standard of care – framed against a real-world patient experience.

Filmed onsite, the programme was published in short discussion segments, providing the audience – Radcliffe's large community of HCPs and referring physicians – with clear educational take-away messages to enhance learnings. The programme was supported by an ongoing newsletter and social media campaign, generating ongoing engagement.



## CASE STUDY 5 CONTINUED

### KEY PERFORMANCE INDICATORS

- 2,000 video views within six months of publication (500 for each of the four video chapters)

### OUTCOMES

- Over 6,000 video views within six months
- Over 14,000 video views within twelve months of publication

The programme resonated with Radcliffe's community, generating much interest and maintaining traction for a prolonged period. The perpetual hosting of the content on [radcliffecardiology.com](https://radcliffecardiology.com) supports discovery and learning beyond the campaign.





CASE STUDY 6



# Understanding current practice and challenging treatment strategies through real-world cases.

CHALLENGE

A client wanted to provoke a discussion in relation to SGLT2 inhibitors in the fast-paced and rapidly-changing heart failure space.



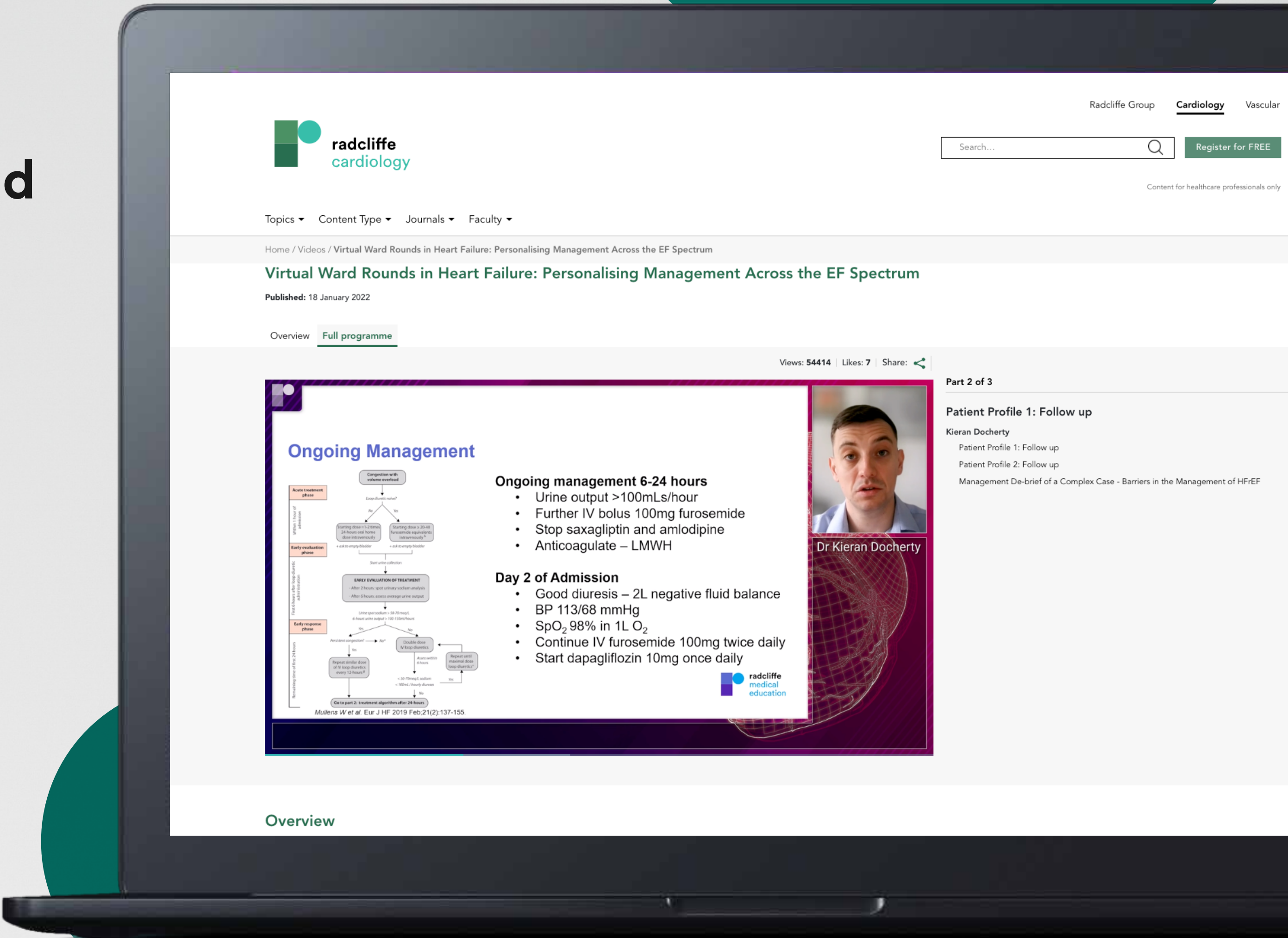
Real-world cases



Challenging current practice



Practical knowledge development



Images are for illustration purposes only. They do not necessarily refer to the programme discussed in each case example.



## CASE STUDY 6 CONTINUED

### SOLUTION

The campaign was a three-stage programme:

#### Stage 1

Faculty recorded two patient cases with slides. These were four-minute videos that were posted on social media along with a vote asking which of the proposed treatment options were optimal.

Radcliffe also posted a survey asking to canvas deeper insights from across the community of prescribing and treatment habits.

#### Stage 2

The faculty assembled for an in-person roundtable discussion on the results of the data collected, debating how real-world physicians were treating the patients highlighted and whether this reflected guidelines/data. The faculty also discussed the most appropriate QoL measures and the benefits.

#### Stage 3

The cases – initially presented six months prior – were reviewed with the actual treatment regime revealed and the outcomes of the treatment strategy presented.







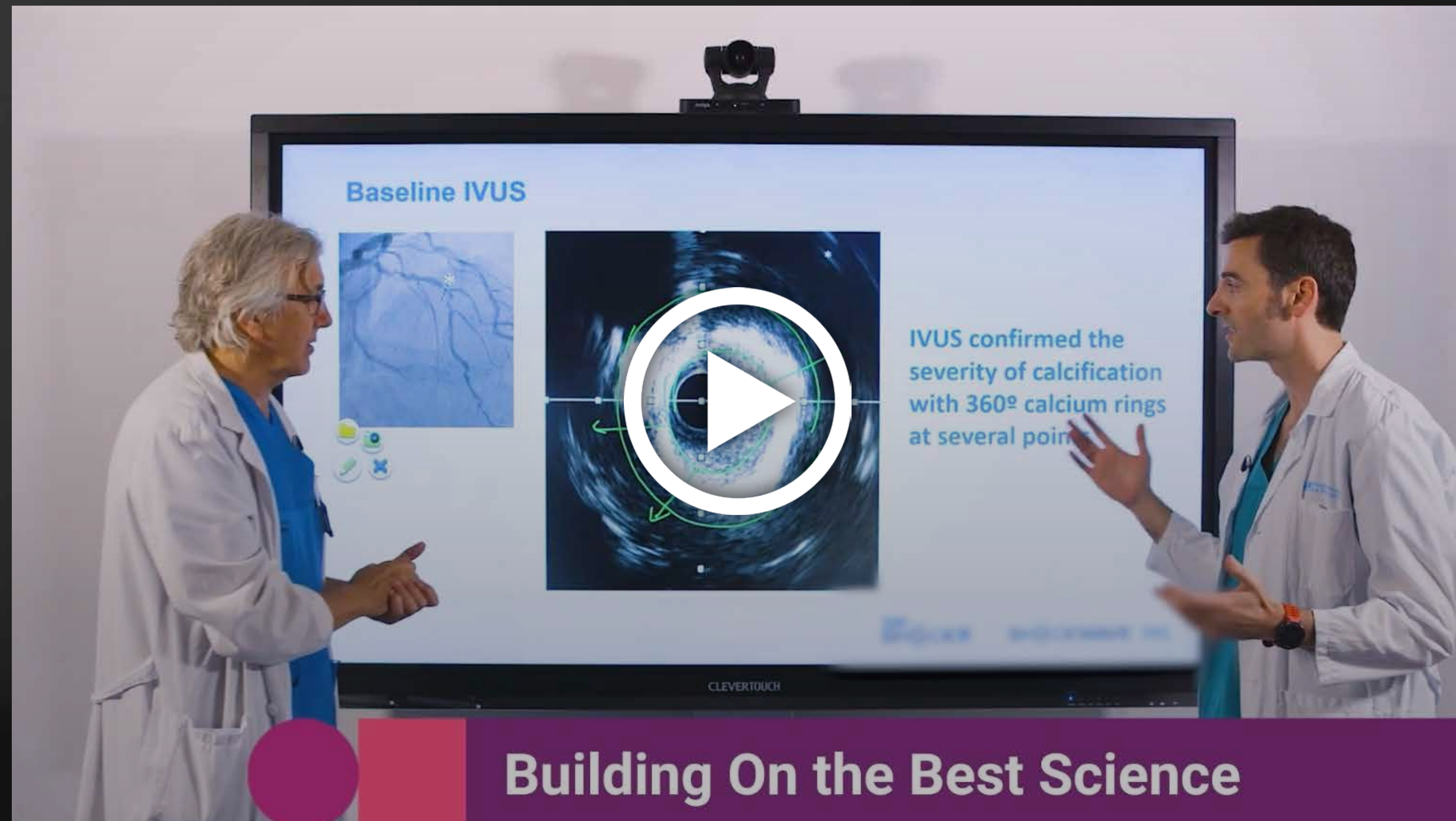
## CASE STUDY 6 CONTINUED

### OUTCOMES

- The survey gained over 400 responses from across an engaged heart failure fraternity
- The client recognised that this was an innovative programme that brought data to life and provoked great discussion and debate
- With the total programme spanning several months, the result was a high-awareness enduring on-demand campaign that continues to support practical-based educational and change



# Bringing medical education to life.



Or visit:





# Contact.

To learn more about innovative ways to bring your key messages and cardiovascular education to life, contact:

**David Bradbury**

Sales Director, Radcliffe Medical Media

**t: +44 162 832 1157 | m: +44 793 910 9937**

**e: [david.bradbury@radcliffe-group.com](mailto:david.bradbury@radcliffe-group.com)**

**w: [radcliffe-group.com](https://radcliffe-group.com)**

**Rob Barclay**

Managing Director, Radcliffe Medical Education

**t: +441628321158 | m: +44 7398 858 099**

**e: [rob.barclay@radcliffe-group.com](mailto:rob.barclay@radcliffe-group.com)**

**w: [radcliffemedicaleducation.org](https://radcliffemedicaleducation.org)**

Radcliffe Group, Bourne End Business Park, Cores End Road, Bourne End, Buckinghamshire, SL8 5AS, United Kingdom

Company registered in England and Wales, Number 8772497. Copyright© 2022 Radcliffe Group Ltd. All rights reserved.



**Engagement and Education in Practice**  
Case Studies of Success