



## **How to leverage LinkedIn for Medical Education.**

A framework designed to catalyse collaboration with HCPs

Filipe La Feria, Roche



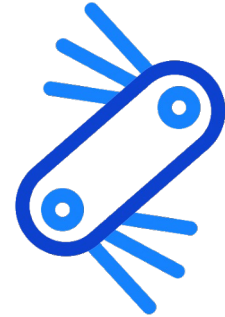
# Hypothesis

**What if we use LinkedIn  
for Medical Education?**

# Process



+



**What are HCPs  
looking for?**

**Why is LinkedIn  
the right platform?**

**What would a  
Framework  
look like?**



**What are HCPs  
looking for?**

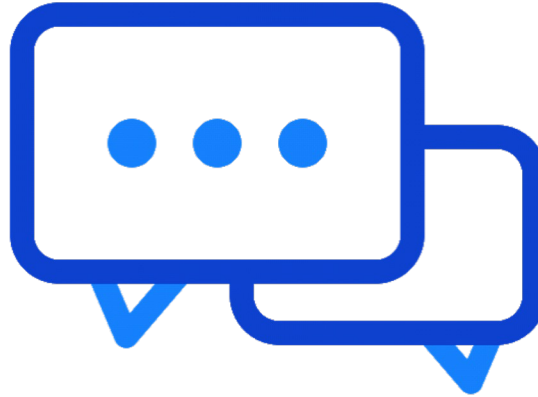
# Unmet needs

## What are HCPs looking for?



*“Some platforms are visually bulky and unattractive. Others don't have credible scientific editors.”*

*“In general, these resources are too based on plain text and lack some media content, as well as diagrams”*



*“Internet surfers have to visit different sites to collect scientific information on the same topic and sometimes it is difficult to orient themselves”*

*“There is a lack of focus on incorporating technology and other innovative tools into the medical education resources.”*

Source: Steering Committee

# What would HCPs value?

## What are HCPs looking for?

*“Not only live material,  
It's also valuable to have  
material to store and use  
later”*

*“Content that is comprehensive,  
up-to-date, and engaging,  
accessed in a user-friendly and  
intuitive way”*

*“Links to external  
resources and websites  
that are relevant to the  
topics”*



*“Designed with overview of a  
topic area and links to  
deeper dive into research”*

*“Graphical abstracts of  
recent results/innovations”*

*“Images, videos  
(when applicable),  
diagrams, tables”*

*“Has to be current  
and relevant”*

Source: Steering Committee

# 3

## Main Drivers



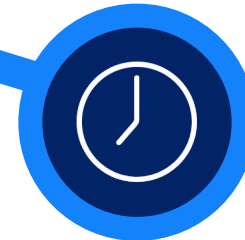
### 1. Quality Content

- Credible authors
- Peer reviewed
- Peer discussion



### 2. Easy to Consume

- Small bits
- Multimedia content
- Interactive content



### 3. Available at all times

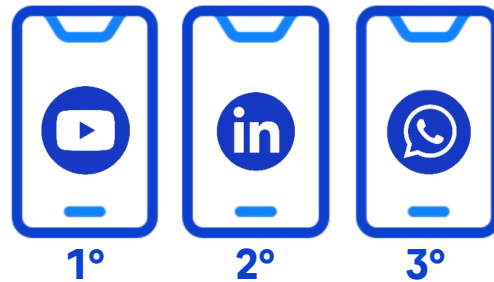
- Easy to access
- Friendly platform
- Storage capability



### Top uses for Social Media

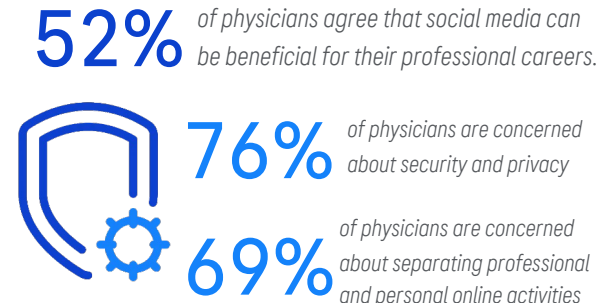


### Top Social Media platforms



Source: Elsevier

### Top concerns







**Why is LinkedIn  
the right platform?**



**900** Million users  
in **200** countries

Source: LinkedIn



# **26** Million HCPs

Source: LinkedIn

**40%** US + Canada

**21%** Europe

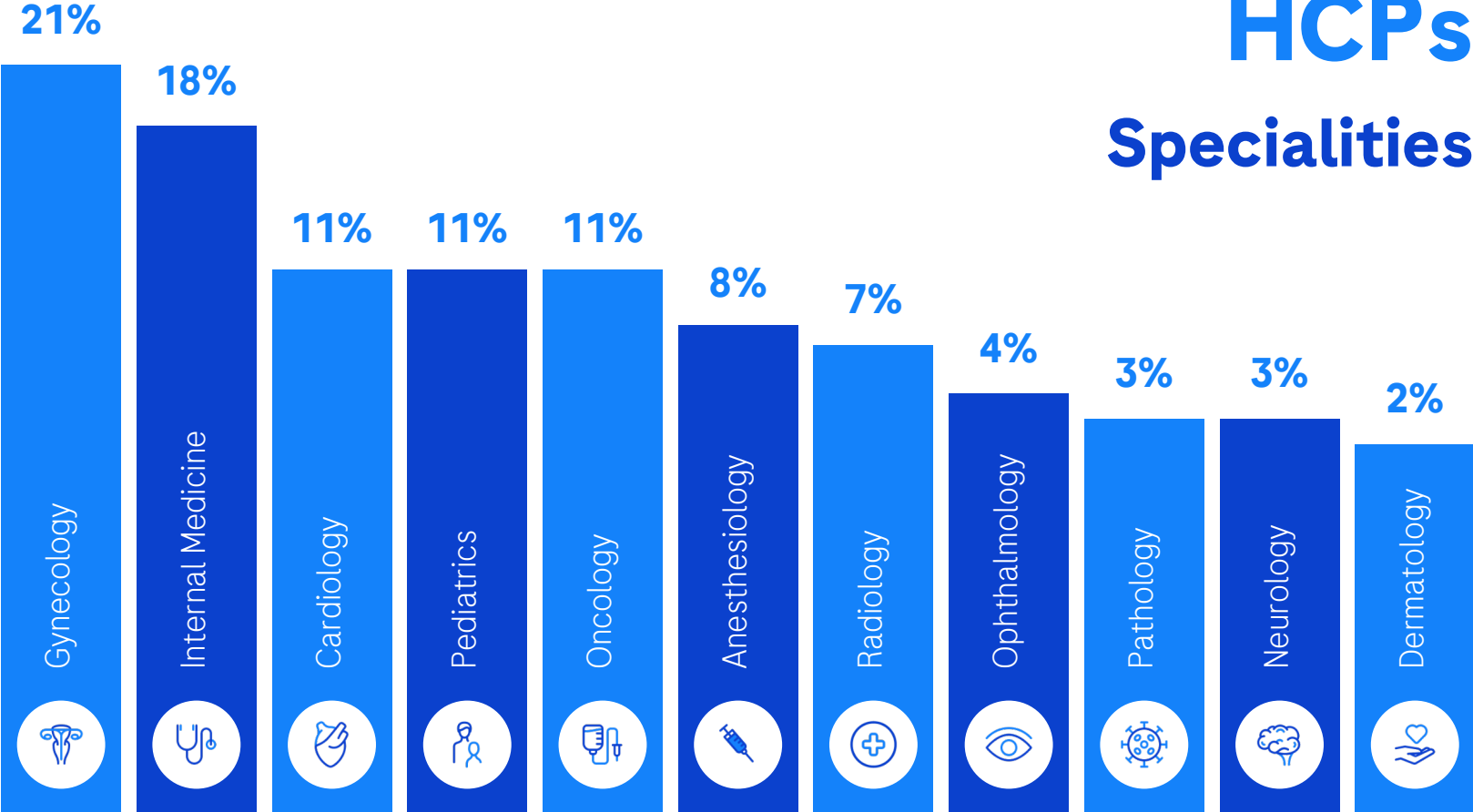
**15%** LATAM

**14%** APAC

**10%** Africa + Middle East

Source: LinkedIn

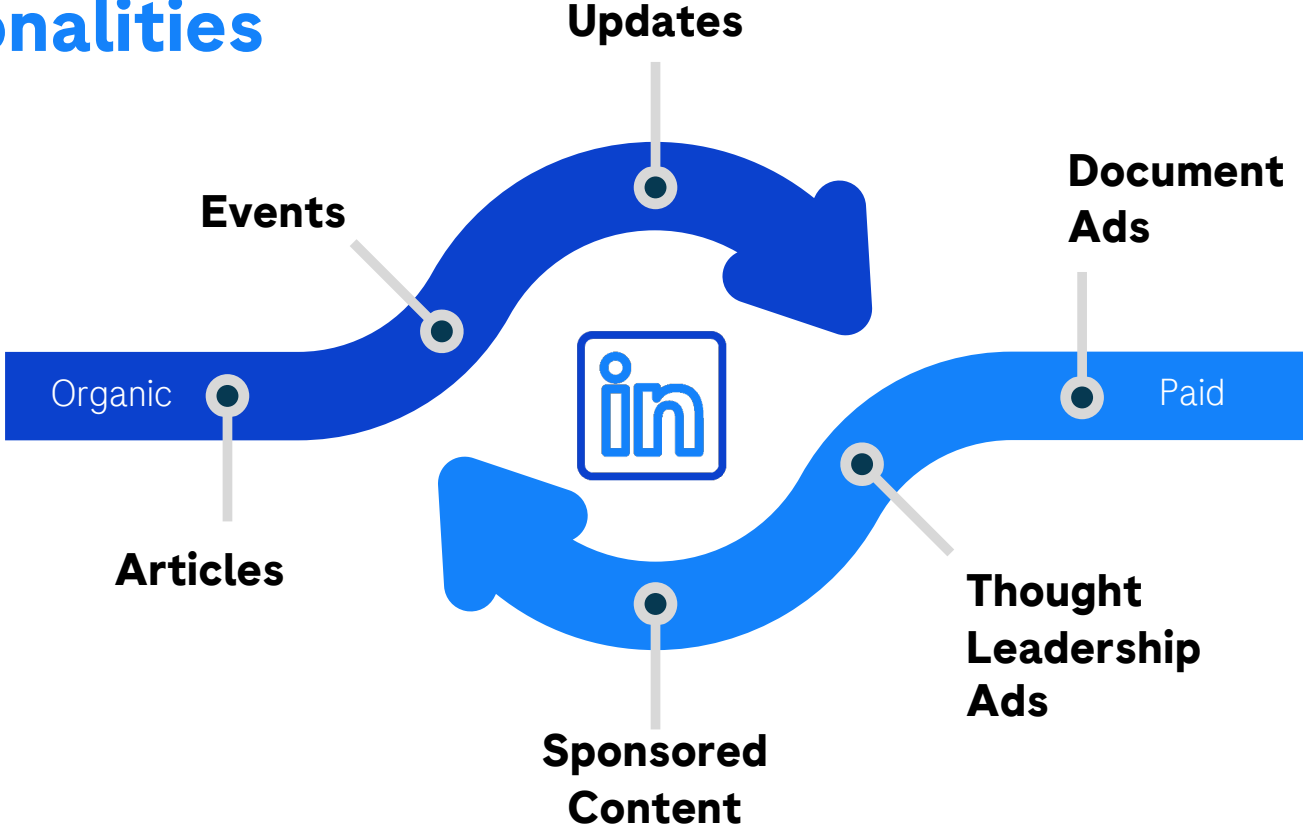
# HCPs Specialities



Source: LinkedIn

# LinkedIn

## Functionalities



# 3

Key Learnings



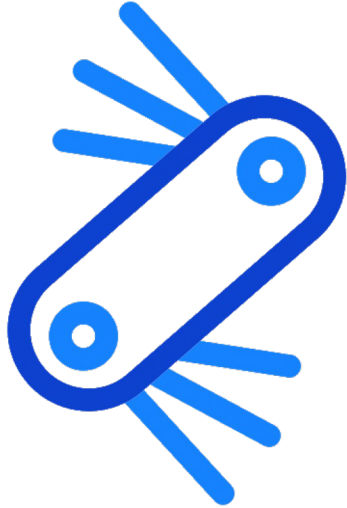
**1. Global Audience**



**2. Targeting Options**



**3. Types of Content**



**What would a  
Framework  
look like?**

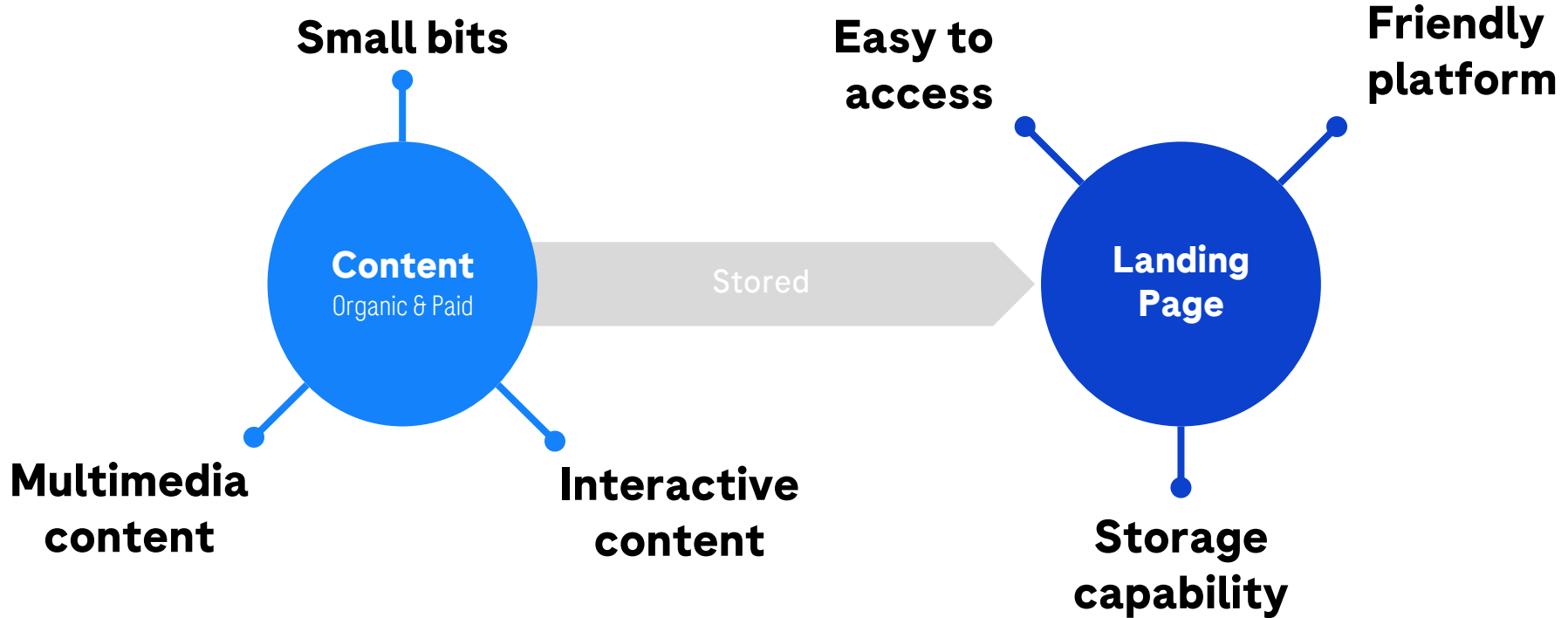


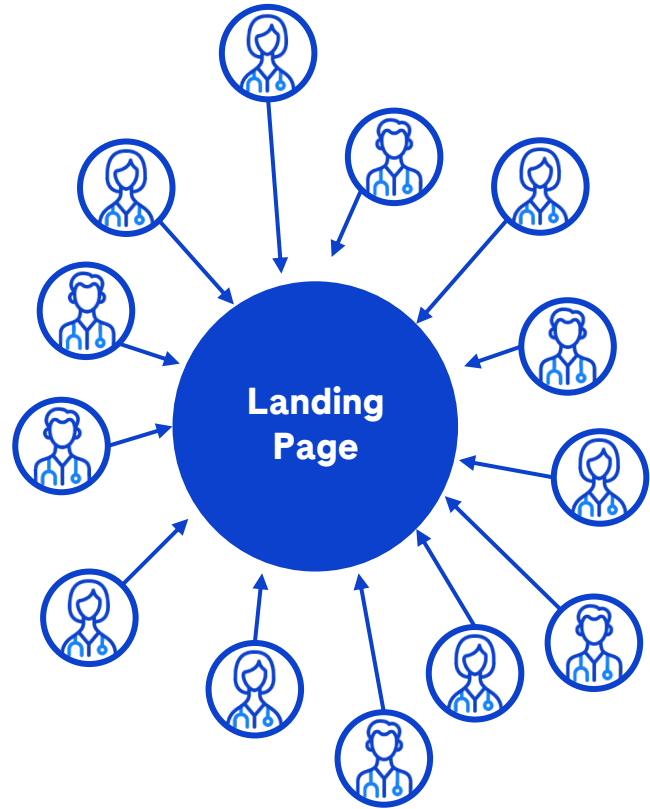
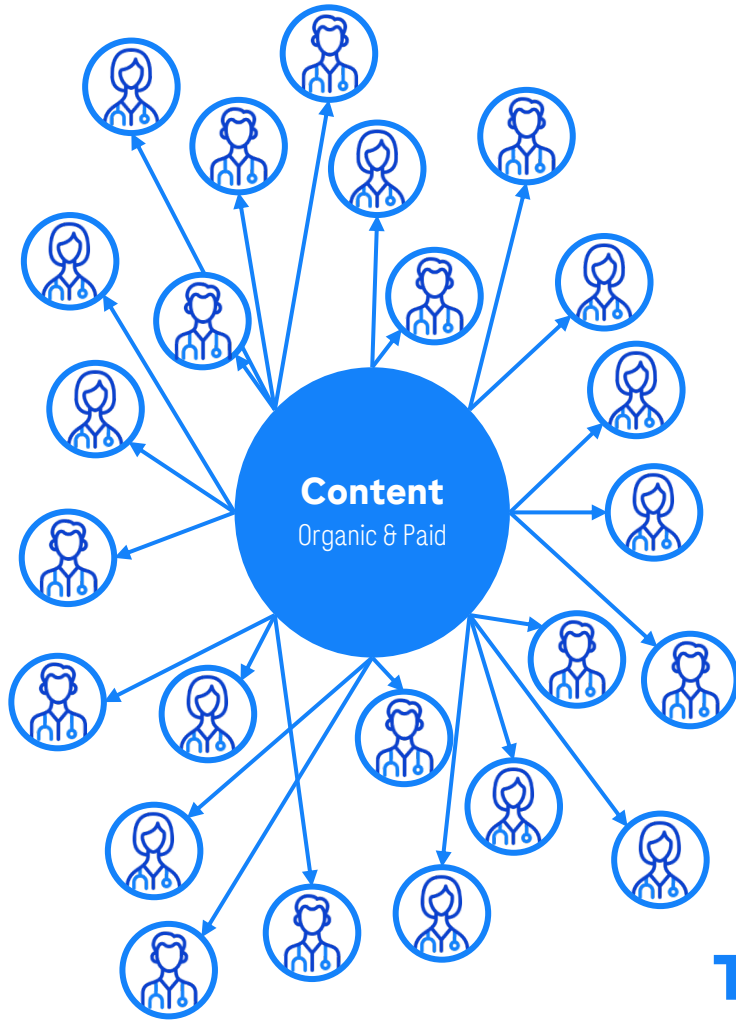


**2. Easy to Consume**

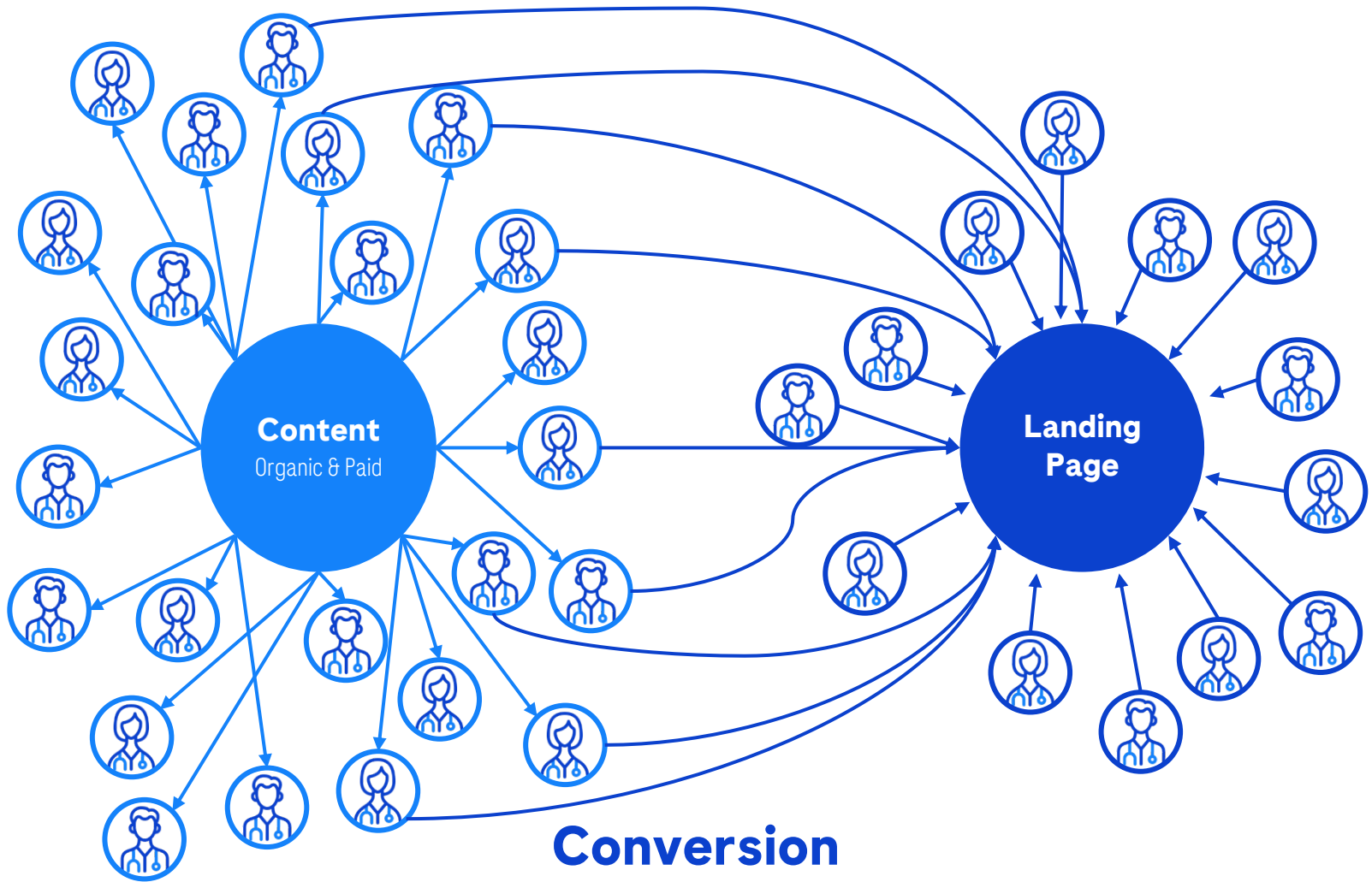


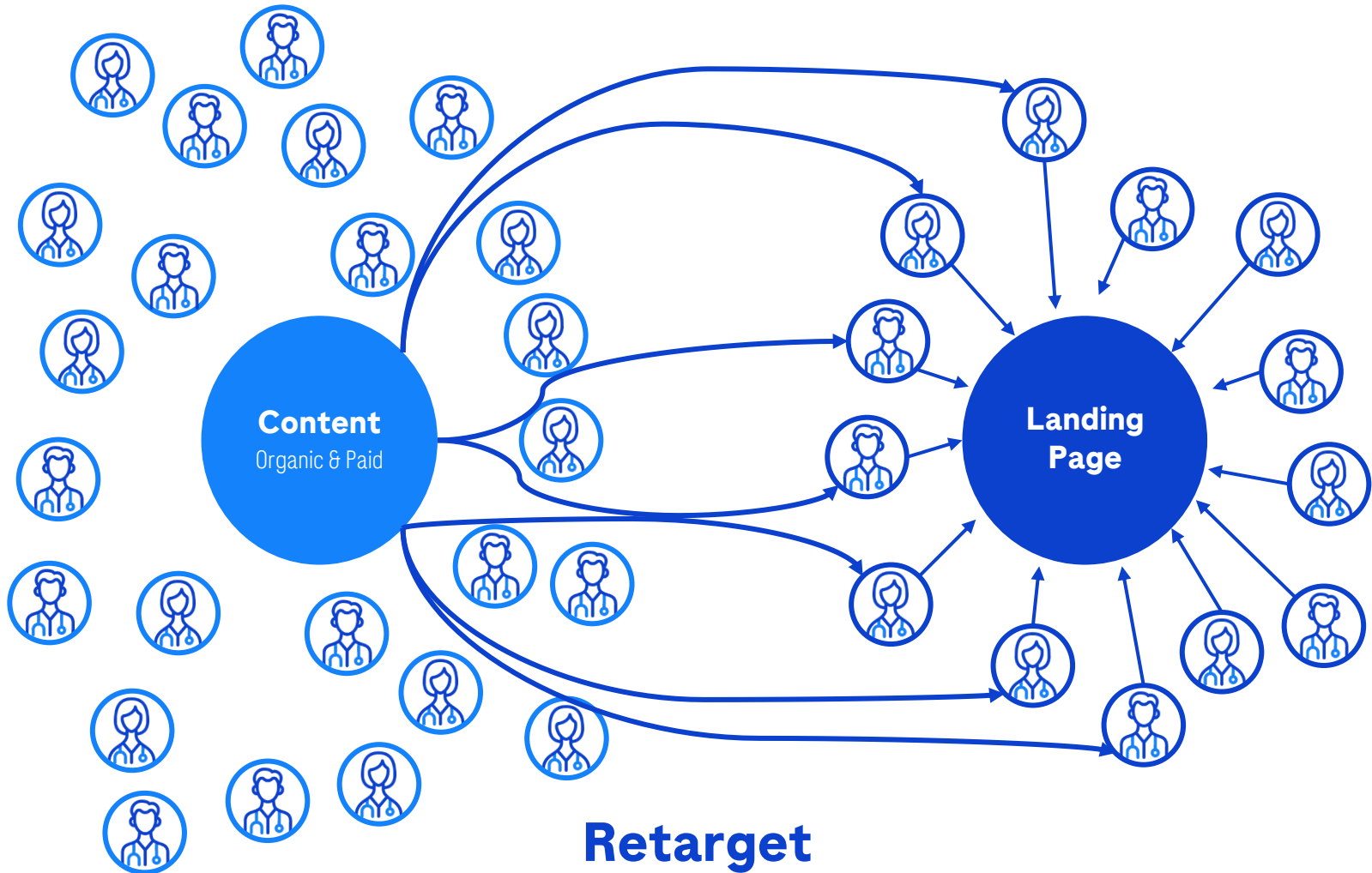
**3. Available at all times**

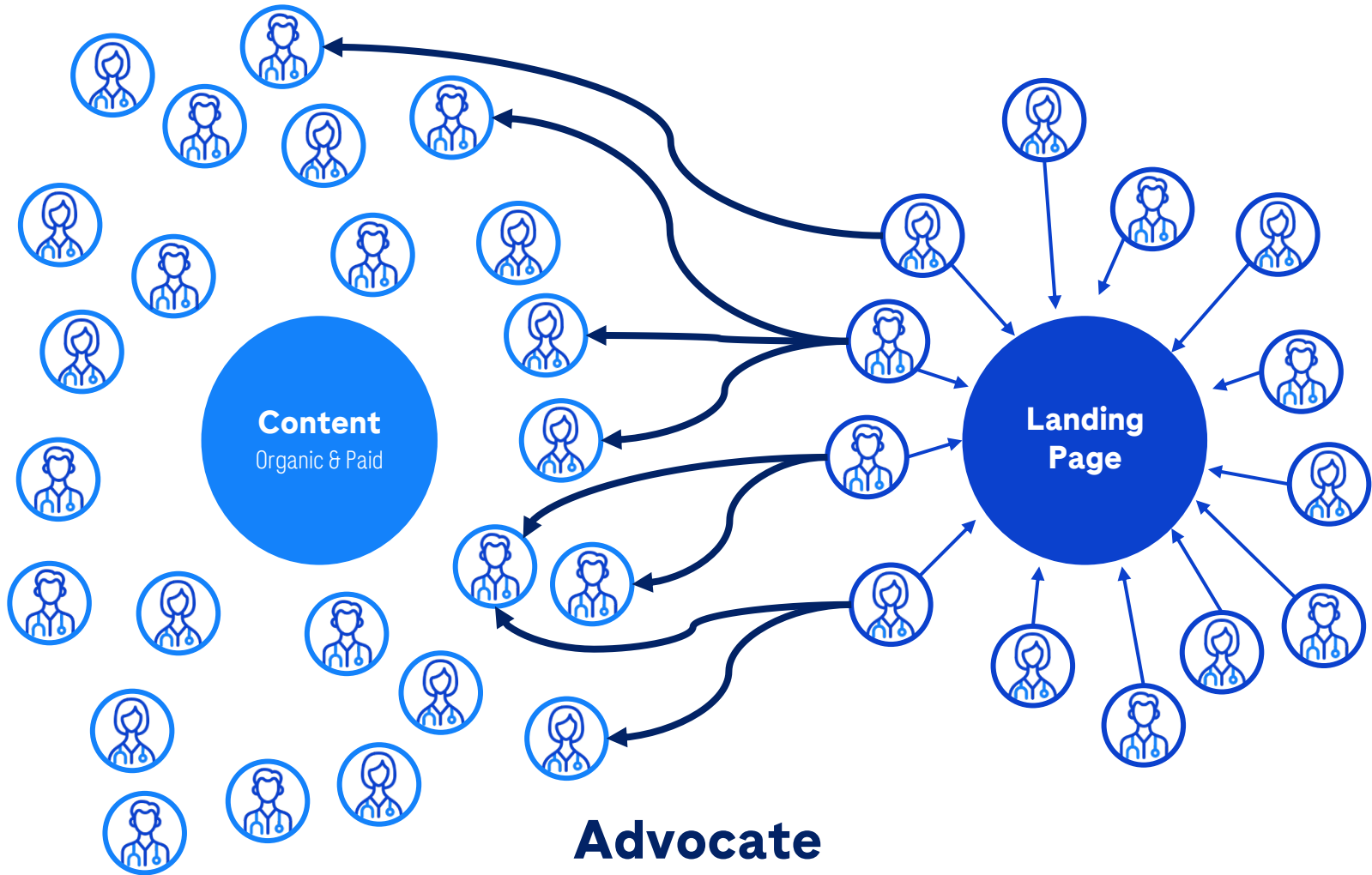




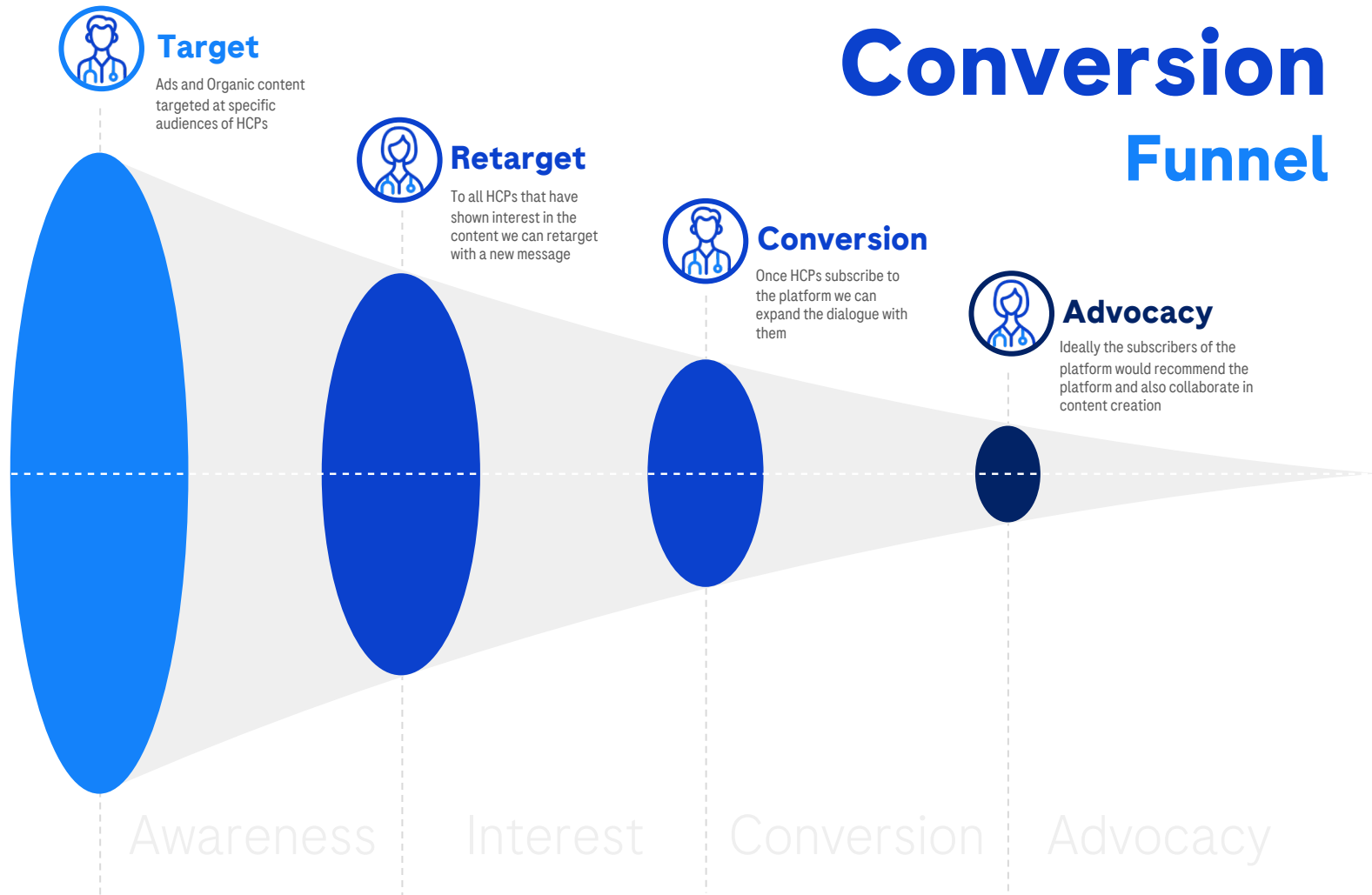
**Target**







# Conversion Funnel



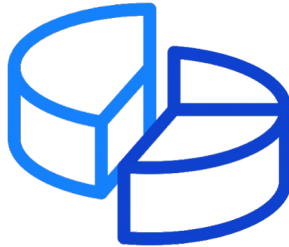
# Summary

## What have we learned?

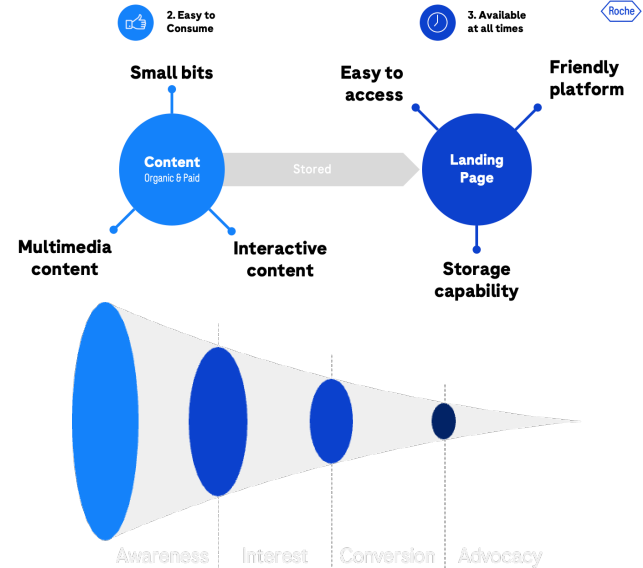
**We've build an hypothesis**



**Looked at some data...**



**And created a framework**

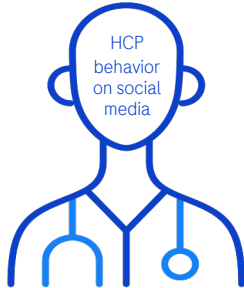


Talked with HCPs



Missing & Want

HCP  
behavior  
on social  
media



... and LinkedIn functionalities



**Thank you.**