



# Using video to share the latest medical breakthroughs

## Challenge

A cancer research and treatment center wanted to share their latest medical breakthroughs with cancer specialists across the U.S. The goal was to efficiently disseminate their most recent findings—helping providers across the country bring these advances in treatment to their patients—while enhancing the reputation of the center as a national thought leader.

## Solution

The Center partnered with WebMD Ignite, using the InfoSite solution to create a custom microsite featuring their top oncologists and hematologists. InfoSite is designed to drive engagement and understanding of branded, clinical-first content and messaging, in an immersive, guided experience. Promoted to targeted specialists on Medscape, the Ignite team was able to guarantee a set number of high-value visitors.

Medscape’s medical writer developed all interview questions in partnership with the cancer center. The MedscapeLIVE! team provided a dedicated group of video professionals who traveled onsite to the center to manage all elements of production. After filming and editing, the completed videos were housed on the custom-built microsite in a “carousel” style that allowed visitors to go seamlessly from one video to another based on their topic of interest.

### SOLUTIONS

InfoSite  
MedscapeLIVE!

### RESULTS

Site visitors

**2K**

Video views

**2.6K**

Time spent by  
high-value audiences

**> 11 minutes**

Triggered email opens

**64.5%**

**eHealthcare  
LEADERSHIP  
AWARDS 2024**

**WINNER**



To accommodate extremely busy schedules, this solution was the most effective way to reach this niche audience of national cancer specialists. Optimized for desktop, smartphones, and tablets to accommodate workflow across day and devices, these brief videos were engaging and to the point, with an approximate length of just four to six minutes each.

Hematologists and oncologists who engaged in the site received a triggered email within 24–48 hours of their visit. In this medically relevant moment, it provided further information on key areas of expertise at the center, and linked to information on how to refer a patient or how to become a member of their staff.

## Results

Results of the microsite were extremely successful and exceeded expectations. 2,083 cancer specialists from across the country visited the site—16% above the guaranteed goal. Overall, there were 2,680 video views with 878,877 branded touchpoints. The triggered email campaign was equally successful, with 673 email opens from InfoSite engagers. This equated to a 64.5% open rate, far surpassing the benchmark of 22%.

### HOW BUSY HEALTHCARE PROFESSIONALS CONSUME VIDEO CONTENT

The average time spent on the site was slightly less than 12 minutes per visitor. This constitutes a whopping 313% above the benchmark of 2.8 minutes. The viewing device of choice for engagement was:

 Desktop: 43%

 Smartphone: 36%

 Tablet: 21%



WebMD Ignite is the growth partner for healthcare organizations, helping guide people to better health from Discovery to Recovery. We use our industry expertise to engage individuals through seamless experiences that optimize outcomes, drive loyalty, and build lifetime value. Learn more at [webmdignite.com](https://webmdignite.com)