

Ask the Experts

Extend your brand messaging through an educational Q&A Forum of peers.

Haymarket Medical Network brands identify two to three KOLs and ask the experts to provide individual perspectives and insights to their peers on the diagnosis, management, and treatment of a single disease or condition

haymarketmedicalnetwork

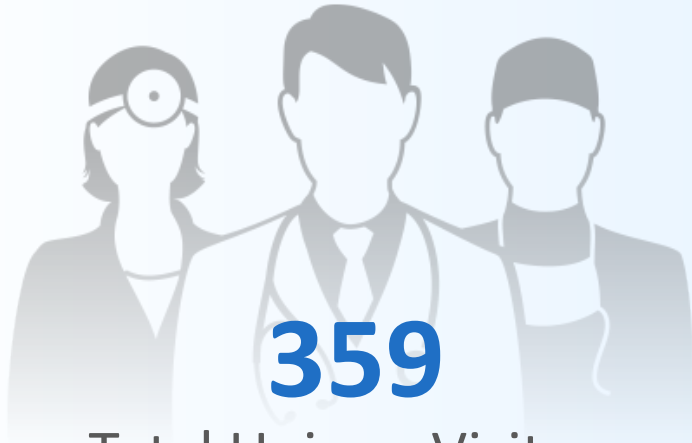
The screenshot shows the MPR website interface for an 'Ask the Experts' article. At the top, there is a search bar and navigation links for 'LOG OUT / MY ACCOUNT' and 'SUBSCRIBE'. Below the search bar is a green 'AD PLACEMENT' box. The main content area features a blue header for 'Ask the Experts' with a dropdown menu showing 'Mirza Ali Alkhan, MD' and 'Sebastian Faro, MD, PhD'. The article title is 'Hidradenitis suppurativa' by 'Sebastian Faro, MD, PhD'. A profile picture of Dr. Faro is shown next to his credentials: 'Practice Community Houston, TX', 'Hospital and Institute Affiliations Specialist in Obstetrics and Gynecology Women's Hospital of Texas', and 'Practice Niche OB/GYN, with a special interest in infectious Diseases in women'. The article includes a 'Question' section with a query about the average interval from symptom onset to diagnosis, followed by an 'Answer' section discussing the 'boils' and treatment stages. A second 'Question' asks how to treat the condition, with an 'Answer' section detailing medical and surgical approaches. A third 'Question' asks for the most challenging aspects of treatment, with an 'Answer' section focusing on education and dissemination of information. On the right side, there is a large green 'AD PLACEMENT' box, a 'Sign Up Now' form for the MPR Daily Dose newsletter, and another green 'AD PLACEMENT' box at the bottom. The footer contains 'MPR ARTICLES' and 'POPULAR', 'EMAILED', 'RECENT' links.

Ask the Experts: Benefits & Features

- One month 100% SOV sponsorship
- Topics available to align specifically with your brand
- Disseminate educational messaging around your product through a trusted KOL or community HCP
- Editorially prepared questions asked of two to three specialists or KOLs
 - Questions focused on disease, treatments, guidelines, and practice management charts and drug monographs



Ask the Experts: Past Program Metrics



359

Total Unique Visitors
(Goal: 133)

ADDED VALUE UNIQUE VISITORS: 226!



Unique Visitor CTR: 4.5%



Total Page Views: 2,107



Brand Exposure:

10% of users spent over 5 minutes engaging with the program!