

Clinical Quiz Sponsorship

Engage HCPs with a clinical quiz focusing on medically relevant information for a specific therapeutic area or disease state

- Target your audience when they are actively learning and highly engaged
- One month 100% SOV Sponsorship
- Priced on a CPUV
- Targeted to the brand website's HCPs and client target list



Clinical Quiz Sponsorship: Features

Sponsorship includes:

- Content specifically aligned with your brand's objectives
- Promotional efforts to engage HCPs with clinical quiz
- HCP level data for targeted programs
- Opportunity to gain market insight

The image displays two screenshots of the Clinical Advisor website. The top screenshot shows a clinical quiz titled "Clinical Quiz: Test your knowledge of pain management" by Azimola Farids, PhD, PharmD, dated Oct 28, 2016. The quiz content includes three questions with multiple-choice options. The first question asks about factors contributing to the rise of the opioid epidemic, with options: A. Prevalence of chronic pain, B. Healthcare costs, C. Limits of physician prescribing, and D. Both A & B. The second question asks about types of cancer pain, with options: A. Bone pain, B. Nerve pain, C. Soft tissue pain, and D. Phantom pain. The third question asks about lower back pain, with options: A. Bone pain, B. Nerve pain, C. Soft tissue pain, and D. Phantom pain. The website layout includes a navigation bar, a search bar, and several "AD PLACEMENT" boxes. A newsletter sign-up form is also visible, with fields for "Advisor Dx", "Clinical Advisor Update", "United States", and "Enter your email address".

The bottom screenshot shows an email newsletter titled "Clinical Pain Advisor" dated November 24, 2016. The newsletter features a quiz titled "How much do you know about the multifaceted aspects of chronic pain? Take a Clinical Quiz". The newsletter content includes a "Happy Thanksgiving from Clinical Pain Advisor" message, a photo of a doctor examining a turkey, and a section titled "Rx IQ: Chronic Pain Treatments" with a "Take This Quiz" button.

Putting Clinical Quizzes to the Test

In 30 days, Clinical Quizzes perform an average of..



1,500
Unique Visitors

Clinical Pain Advisor

CHRONIC ACUTE NEUROPATHIC INTERVENTIONAL OVERUSE MUSCULOSKELETAL PAIN/COMORBIDITIES MORE

NEWS REGULATORY ISSUES CME DRUGS MEETINGS CHARTS CLINICAL RESOURCES CALCULATORS JOBS

Which of the following modalities may not be treated with intrathecal drug delivery?

A. Nociceptive pain 20%

B. Neuropathic pain 13%

C. Mixed nociceptive and neuropathic pain 8%

D. Postsurgical pain 42%

E. Cancer-associated neuropathic pain 18%

✓ YOUR ANSWER: D. Postsurgical pain
CORRECT: The answer is: D. Postsurgical pain

Explanation:
[Click here to get details on the answer.](#)

Your Score: 70% Quiz Average Score: 58%

AD PLACEMENT

AD PLACEMENT

AD PLACEMENT

Clinical Pain Advisor

TOPICS: Neuropathic Pain, Post-Surgical Pain, More Topics

RESOURCES: Site Information, Other Haymarket Medical Websites

750
Completions



73%
Viewability

Clinical Quizzes expose highly engaged HCPs to your brand messaging while they are in the right frame of mind

MPR
The Right Side of Information

LOG OUT / MY ACCOUNT
SUBSCRIBE

RESOURCE CENTERS DRUGS NEWS ICD-10 FEATURES CHARTS TOOLS APP

AD PLACEMENT

Sep 29, 2016
Rx IQ: Chronic Pain Treatments

Chronic pain treatment can be challenging given the number of pharmacological options available to clinicians. See how well you do against your peers with our Chronic Pain pop quiz.

Which of the following is FALSE regarding buprenorphine transdermal patch?

- a. It is classified as a Schedule II agent
- b. It is a partial opioid agonist
- c. It is not indicated for as-needed analgesia
- d. It is available in five dosage strengths

For a patient taking a total daily dose of oxycodone 50mg, what dose of hydrocodone extended-release tablet would be prescribed?

- a. 20mg
- b. 30mg
- c. 40mg

AD PLACEMENT

Subscribe to Our Monthly Print Edition Here

AD PLACEMENT

Bizarre ICD-10 Codes You Never Thought You'd Need

Clinical Advisor

MY PRACTICE CASE STUDIES OBESITY DIABETES ID CVD PAIN DERMATOLOGY MORE

NEWS CME FEATURES OPINION ADVISOR FORUM MULTIMEDIA CLINICAL RESOURCES DRUG INFO JOBS

LOG OUT / MY ACCOUNT
Submit • Get The App • Subscribe

AD PLACEMENT

Derm Dx: A rash on the axillae that sometimes itches or burns

Share this content: [Social media icons]

AD PLACEMENT

AD PLACEMENT

SIGN UP FOR FREE

Subscribe to Our Monthly Print Edition Here

AD PLACEMENT

AD PLACEMENT

CASE STUDY: A 45-year-old moderately obese man presents with a rash affecting both axillae. The eruption has been present for months and on occasion either itches or burns. A 2-week course of oral fluconazole, followed by a steroid dose pack, resulted in minimal improvement. He is currently applying hydrocortisone cream. Examination reveals well-demarcated erythematous patches of the axillae. An erythematous patch with scale is also noted on his scalp.

EXPLANATION:

QUESTION: Can you diagnose this condition?

- Inverse psoriasis
- Guttate psoriasis
- Glucagonoma syndrome
- Tinea incognita

SUMMIT

37% of Clinical Quiz visitors are engaged for **more than 5 minutes**, and **67%** of visitors stay for more than 1 minute

haymarket**medicalnetwork**

