THE POWER OF CUSTOM MD-IQ QUIZZES FOR YOUR BRAND

In a world of diminished HCP access, Frontline's ***Custom Solutions Group*** provides pharma brands with the right access, assets, and engagement to power ***your*** mission-critical communications.

MD-IQ was designed as a clinical challenge for HCPs to test their knowledge. MD-IQ provides quizzes with multiple-choice questions and immediate feedback in a fun, gaming environment. The game keeps score for participants and allows them to compare their score with their peers.

HOW IT'S DONE:

MD-IQ utilizes Frontline's validated database of more than one million HCPs and our portfolio of 30 journal brands to leverage engagement with your target audience. Our team designs your custom landing page, creates compelling quiz questions based on your brand label and approved assets, and delivers the clinical challenge through a comprehensive communication plan. We work closely with your medical/legal/regulatory team on all aspects of the program. Lastly, we pinpoint gaps in MD learning by providing full engagement metrics with a detailed analysis of the questions.

WHAT THIS MEANS FOR YOU:

You can test your brand messaging with your target audience and reinforce your strategic imperatives.
Do they understand dosage, safety, efficacy? Are they identifying the right patients?

MD-IQ FEATURES AND BENEFITS:

FEATURES	BENEFITS
Quizzes may be disease state or brand specific	Use pre-launch, new indication, competitive data depending on your brand needs
Questions developed around PI/ISI, and approved material	Test your messages and MD knowledge of your product (indications, dosage, safety, etc)
Branded landing page to host/archive quizzes	Becomes an extension of your brand assets—link it to other approved assets (video, webcast, monograph, PI/ISI etc.)
Incorporates print, web, and digital promotion	Frequent communication with the audience provides immediate opportunities for engagement
Metrics reports	Measure traffic and interaction with your brand
Response Analysis (aggregate/individual HCPs)	Pinpoint learning gaps and address them with targeted programs.

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