



**Driving Disease Recognition &
Therapeutic Decision Making
with mobile first, digital tactics
by QxMD**

QxMD Delights 3M+ Knowledge-Driven HCPs

Great app! Always th...



ED-PAC

A colleague recommended this app for all the neurology references. Then I found many other formulas and calculators in use in the ED. Now I use it all the time! Thumbs up.

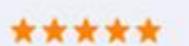
Great easy to use app



Reviewer506

Forget memorizing formulas. This app has all of the most common clinical calculators and risk stratification tools available in easy to use format. Works great!

Fantastic app for med...



SoraK77

This may be the only app review I've ever written or will write, and it's because this app is so cool! It does help that I have institutional access, so I cannot speak on the accessibility for those who are unable to [link](#) [more](#)

Must have



Ilan Richter

Best app on the store

Jdoc



31.49.

Very helpful in daily patient care

Developer Response

1y ago

Thanks for the kind words about Calculate by QxMD. It me: [more](#)

The best iPhone Med !



Alvarotamayo

The best iPhone Med calc I have used so far, maybe just add a save function so you can look back at previous scores

Crucial app



Toufic Ch

Crucial app to stay updated with the latest evidence with great options to follow keywords and create collections
Very easy to use and navigate

An excellent feed rea...



parables_bk

Track articles from any journal/publication or even based on keywords. Add to your own collection, or follow one of the many wonderful topical collections that others have published. Gather your PDFs easily as you go. This is the best app I've found in a long time, and I'm sorry that I somehow missed it in many previous searches.

This is a must for all d...



BiggyJo

This app keeps track of all the new publications that may interest me! Every morning I go over my feed! Very helpful.

MD



DrTDH

This is an ideal app. It allows adequate evaluation for preop evaluation of patients. I use it several times a week.

Great app for interesti...



DavieMustard

I'm always looking for good medical apps that keep me up to date on research in areas that interest me. This is the best I have found.

Cardiovascular



Hamidhakki

I love your app and I shared it with many internists and cardiologists here and abroad.

"Redefining Medicine with Apps and iPad"

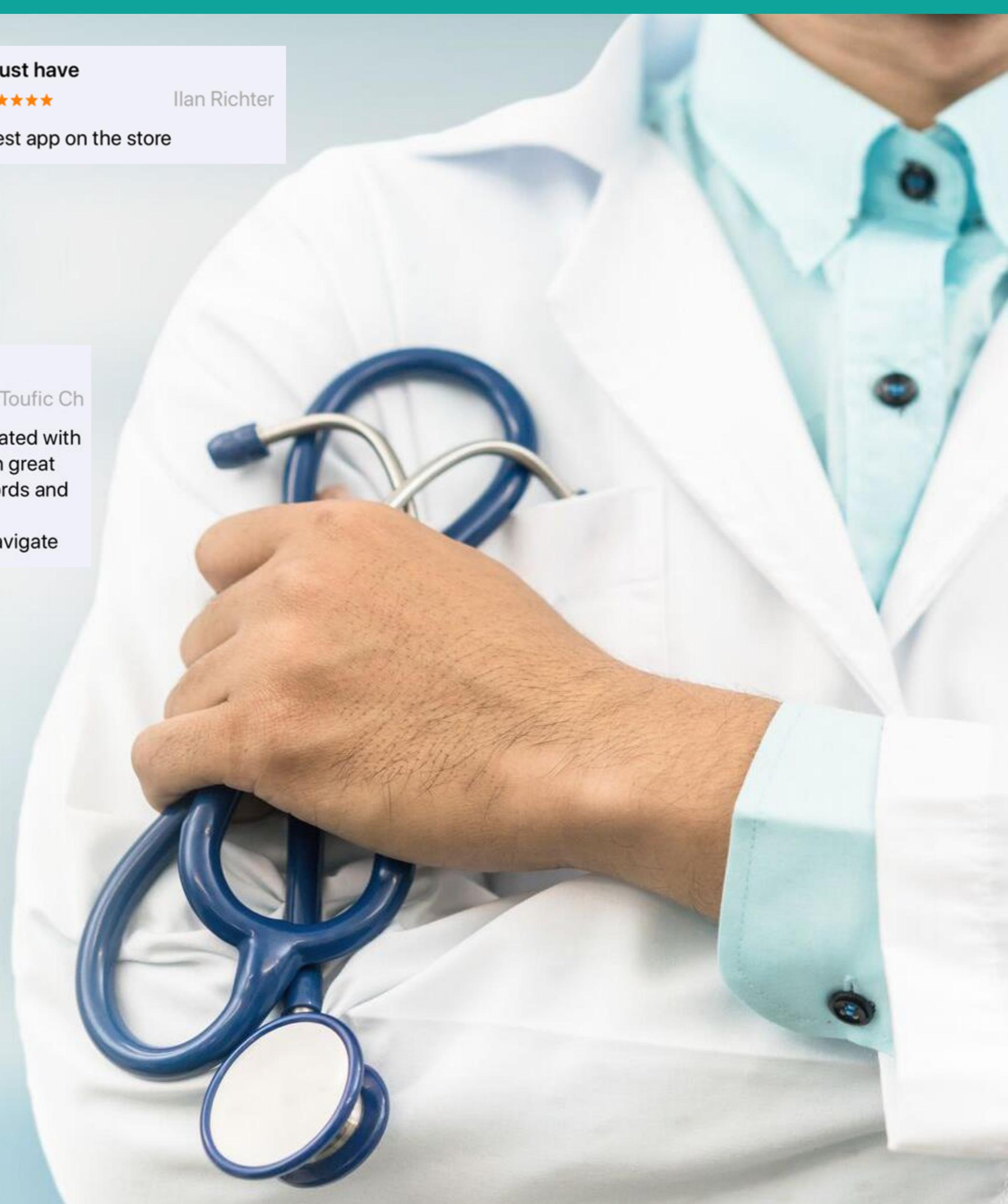
The New York Times

"Most Innovative" + "Top Medical App"

 iMedicalApps

"Essential" + "New & Noteworthy"

- Featured by Apple in the App Store

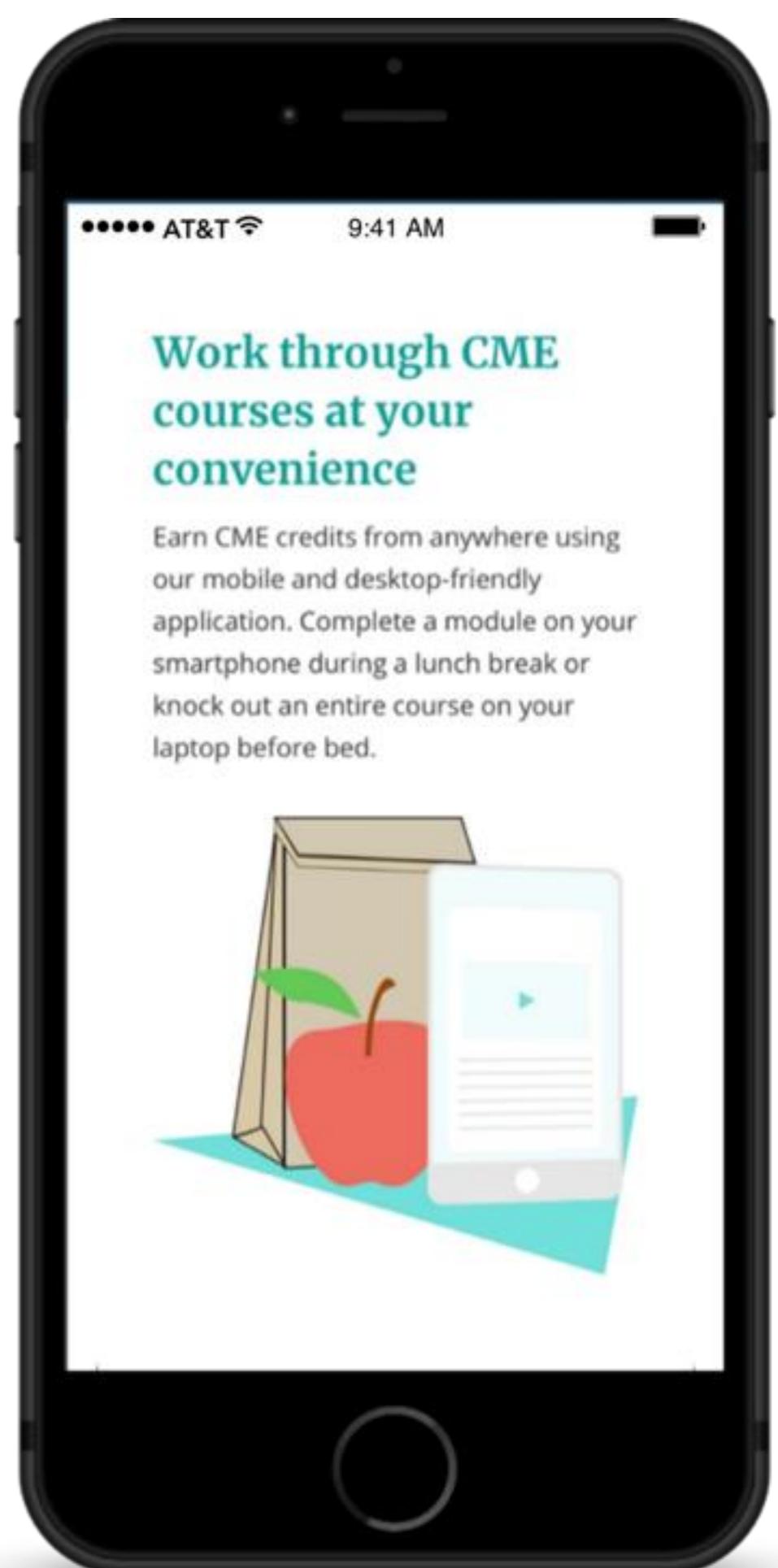
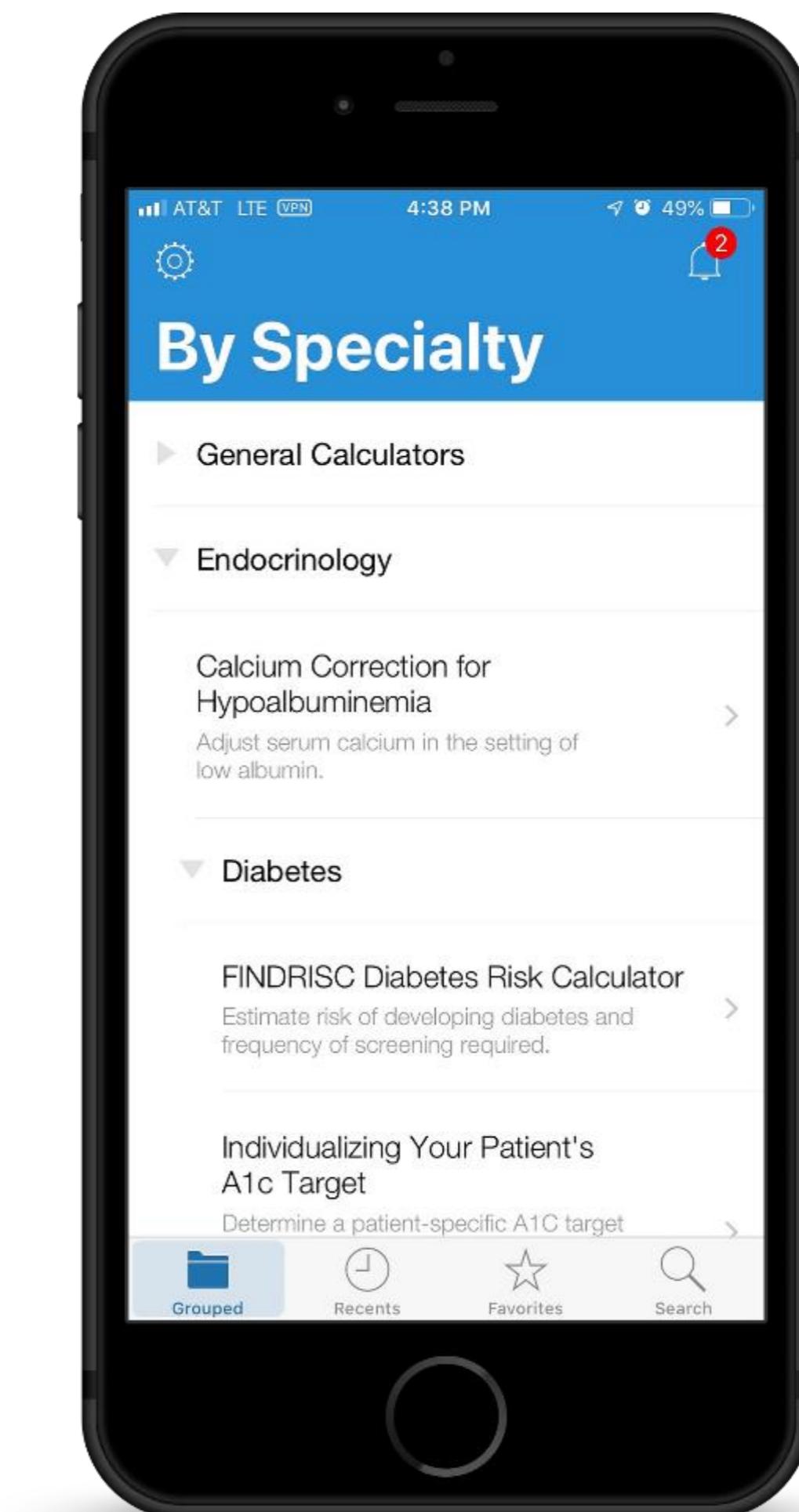
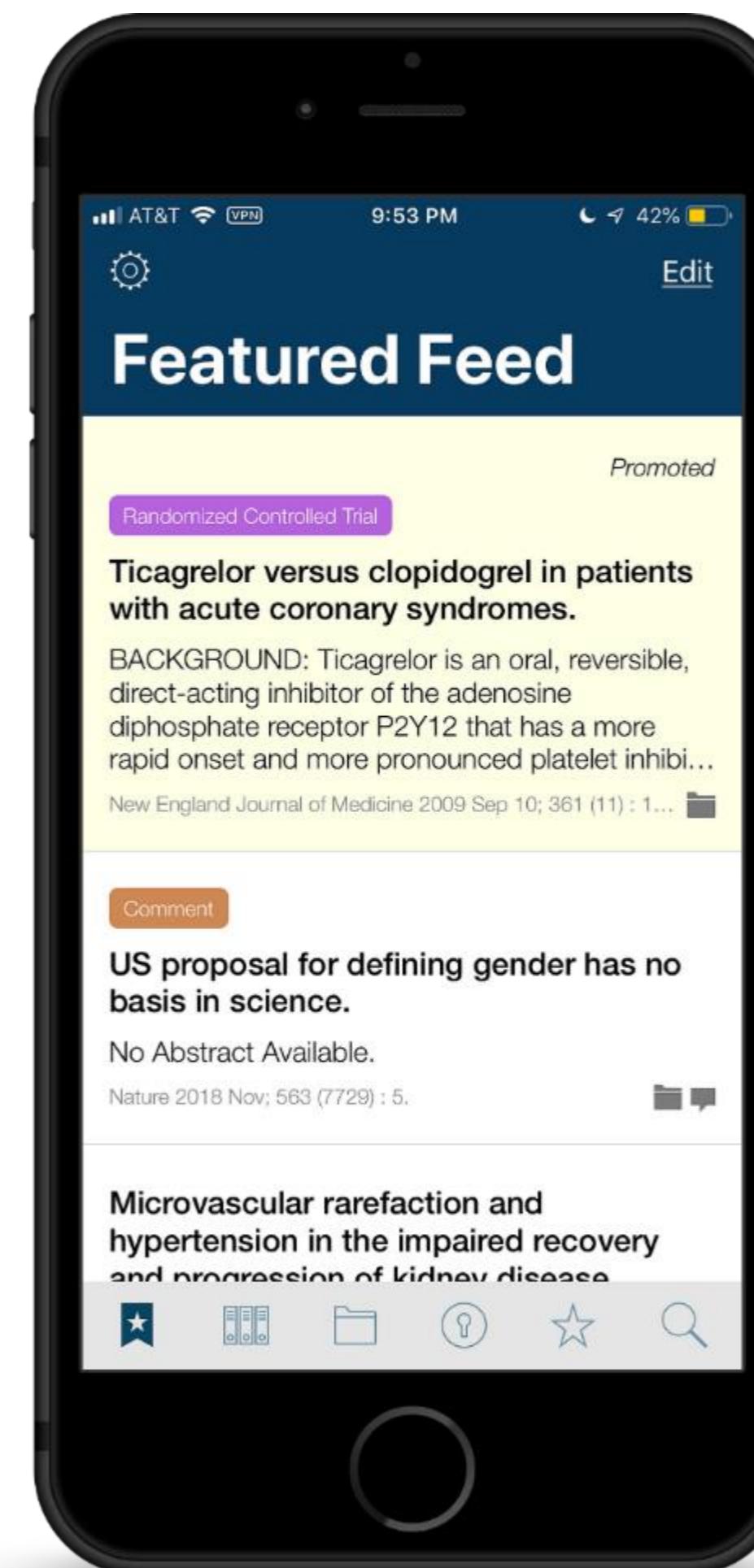


Helping HCPs Practice at their Peak



**QxMD's digital platform
enables HCPs to:**

- Discover & read scholarly research
- Optimize care with 450+ clinical POC tools & calculators
- Engage with mobile-first microlearning



With Trusted Information in Preferred Formats



86%

HCPs use a
smartphone in day-
to-day practice¹



92%

HCPs view medical journals as
most important source for
continuing medical education ²



"Positioning is not what you do to a product. Positioning is what you do to the mind of a prospect."

The easy way to get into a person's mind is to be first. If you can't be first, then you must find a way to position yourself against the product...[or] who did get there first."

-Ries & Trout

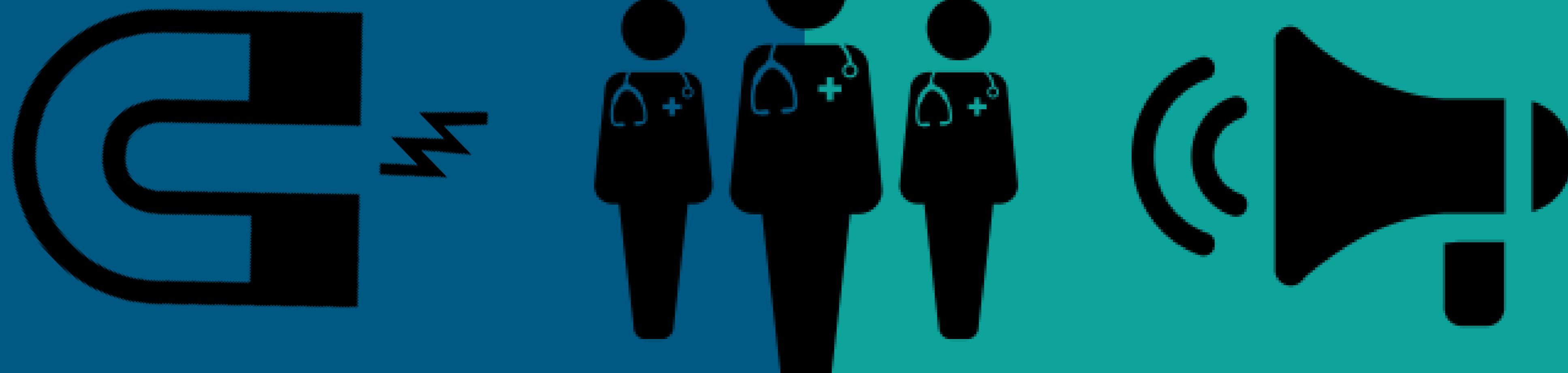
*At QxMD, we believe
the medium is the message
for effectively positioning
In the minds of HCPs*



HCP Content Engagement Platforms

vs

Traditional HCP Networks & Databases

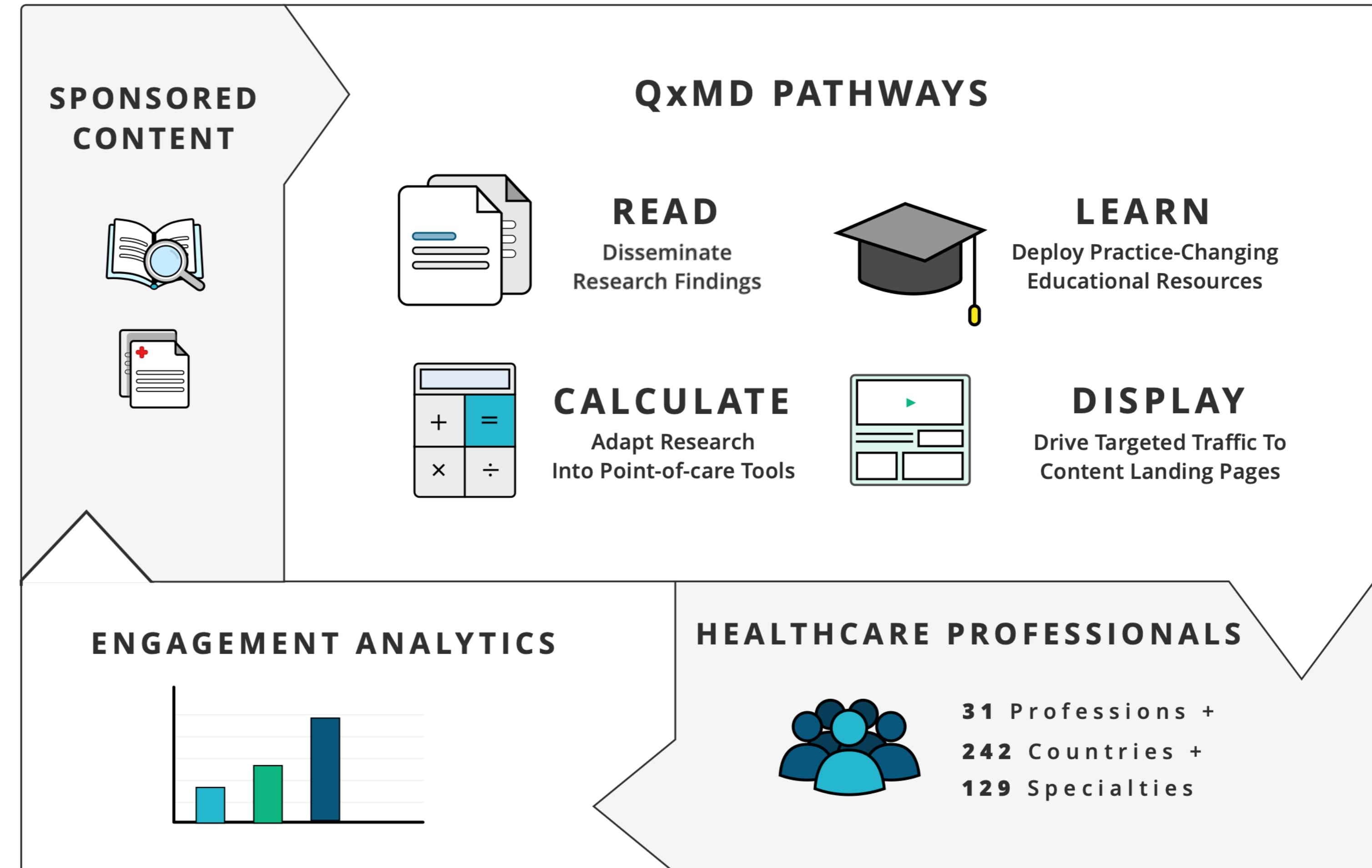


QxMD Pathways: The HCP Content Engagement Platform

QxMD Pathways is a content engagement platform that healthcare professionals rely on to advance clinical practice with the evidence-based research and decision support tools that matter most.

The platform comprises a library of trusted apps that provide millions of members with fast access to full-text research, continuing medical education (CME), and up-to-date tools that drive disease recognition and therapy optimization.

Powered by a sophisticated personalization engine, the platform aggregates PubMed feeds, journal TOCs, 400+ diagnostic tools, micro-learning CME courses & more.



"Redefining Medicine with Apps and iPad"
The New York Times

"Most Innovative" + "Top Medical App"
iMedicalApps

"Essential" + "New & Noteworthy"
- Featured by Apple in the App Store

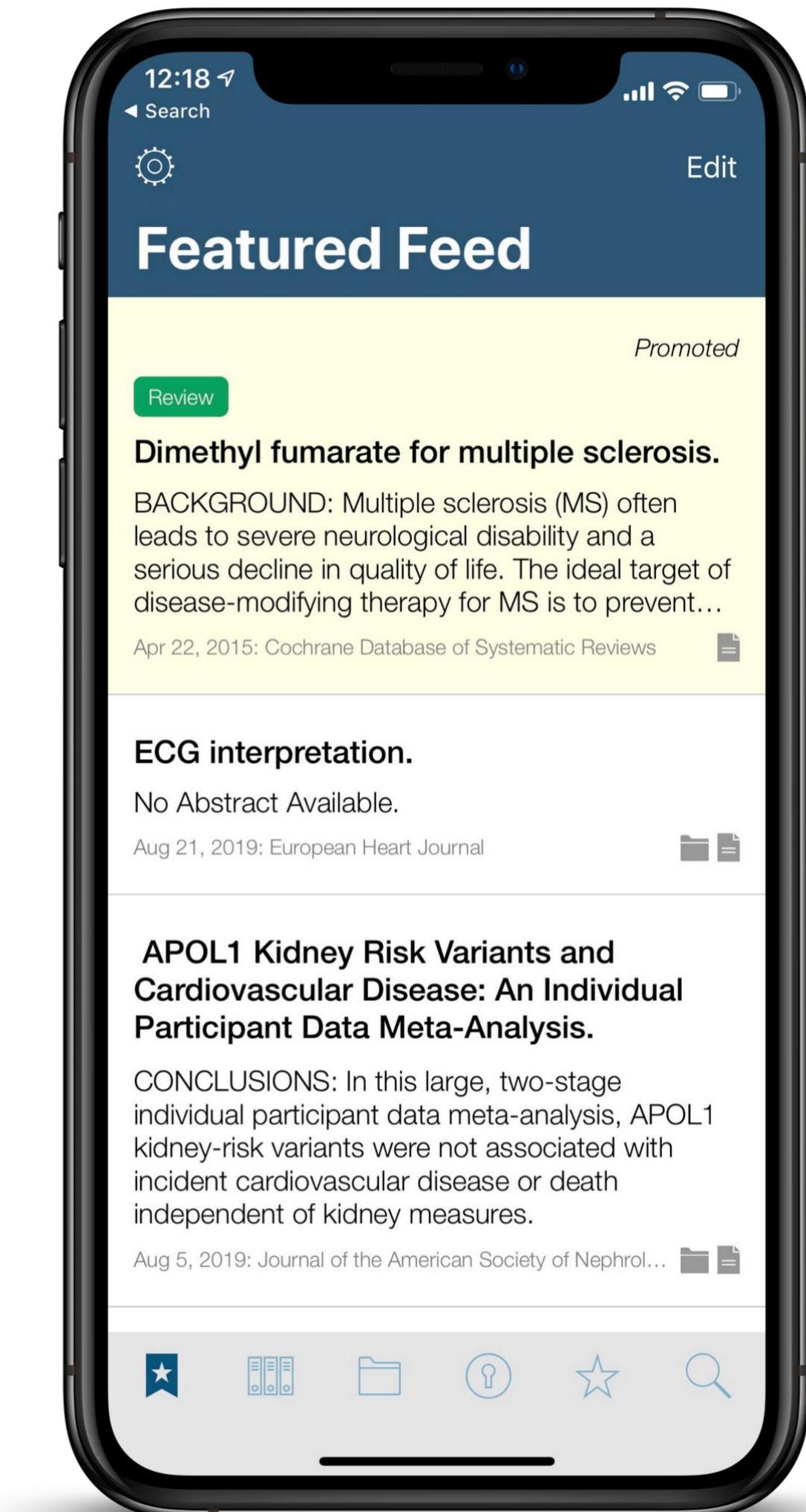

Novel, Innovative and Effective Commercial Opportunities



Tactic #1: Plug Research Into HCP Reading Lists

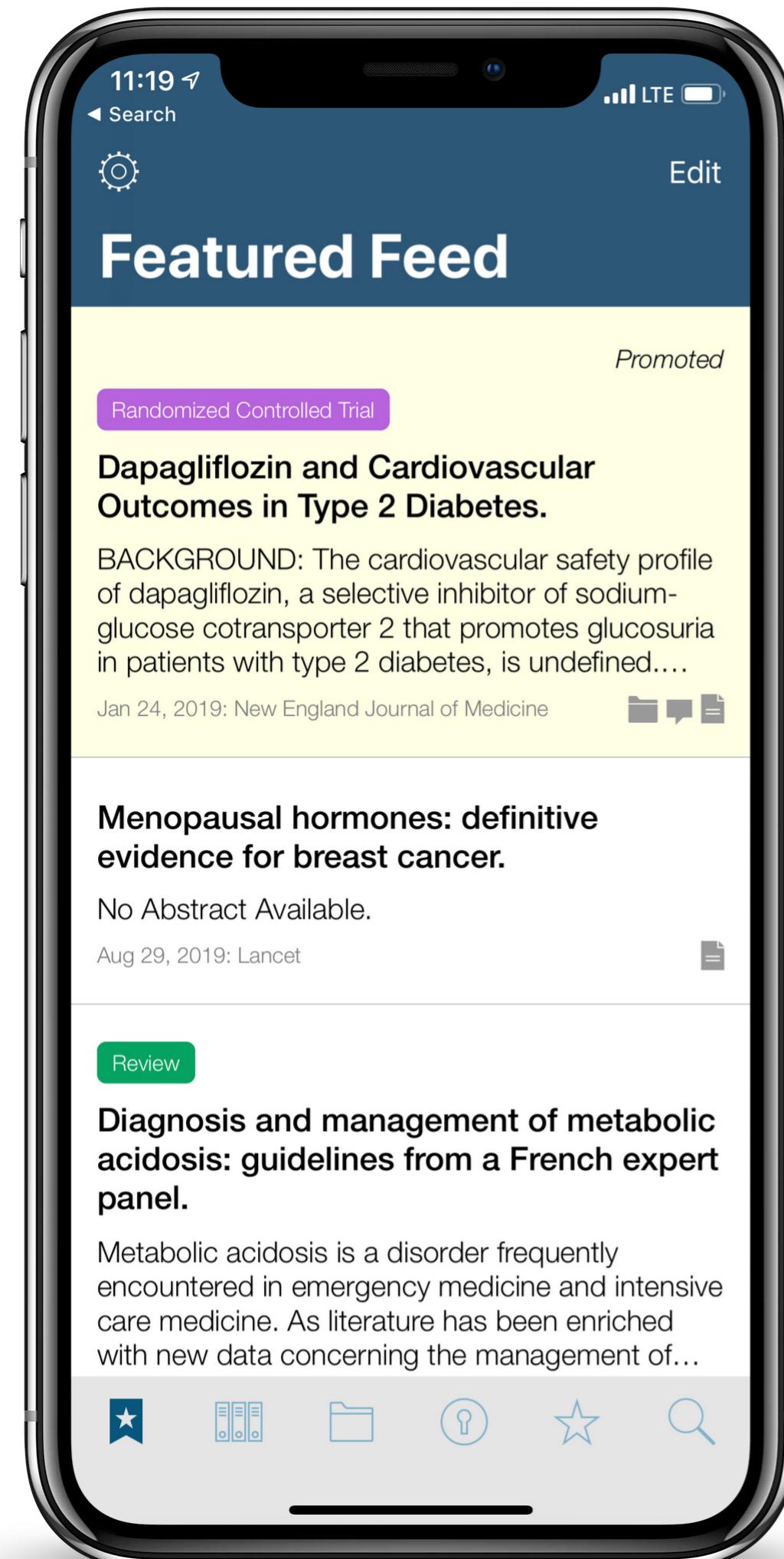


- Use scholarly, peer-reviewed scientific research to inform, educate, differentiate, activate & capture SOV
- Audience captured at the 'teachable moment', when they are primed to absorb new information
- Target digitally including those not in contact with the field salesforce
- Lower cost per read than paper reprints
- Results amplified by social shares (email, Twitter, Facebook)
- Avoid Sunshine Act reporting by advertising availability of research, rather than purchasing reprints

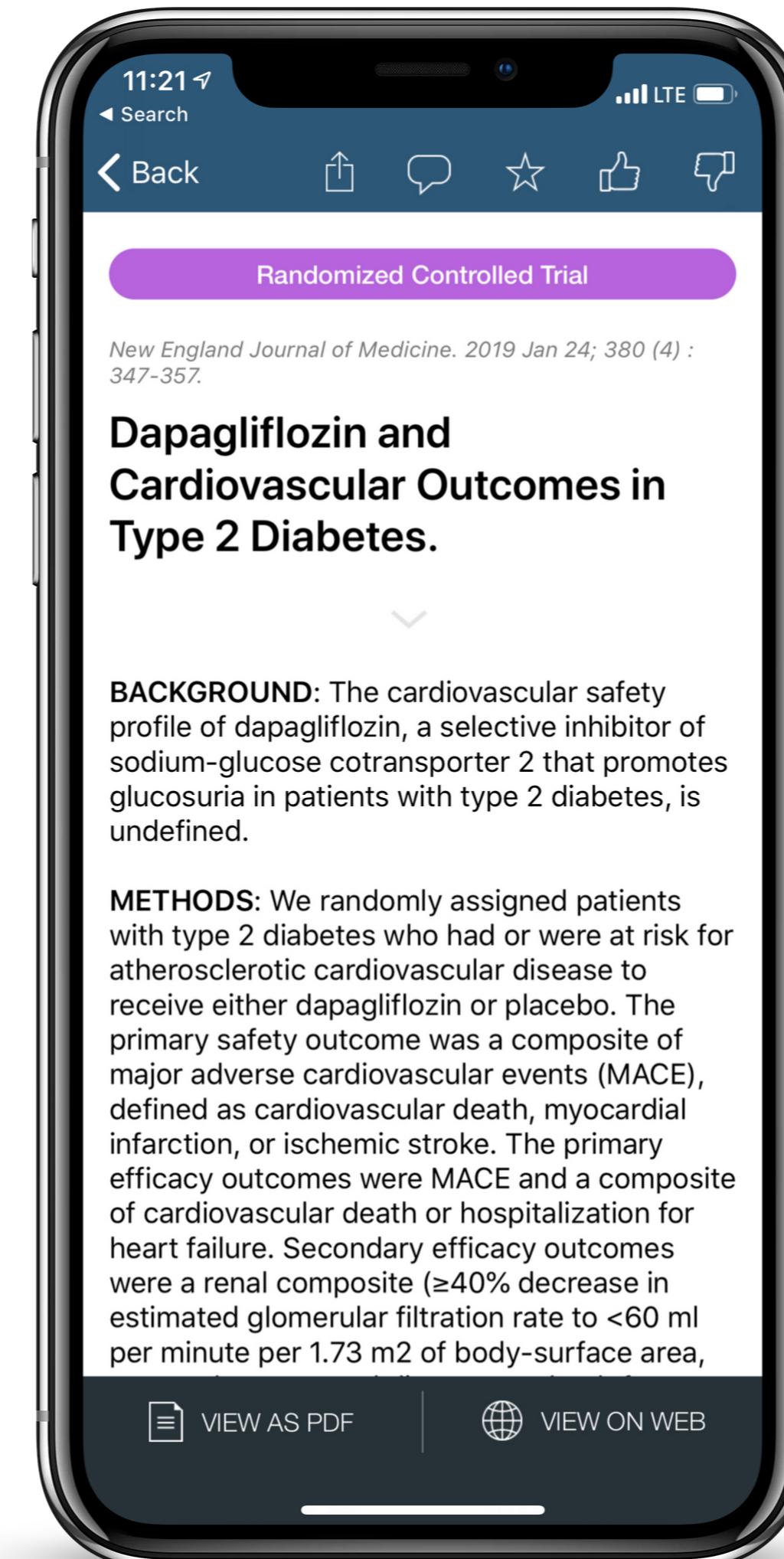


Driving Engagement with Landmark Research

Feature Citation



MD Reads Abstract



MD Reads Full Text

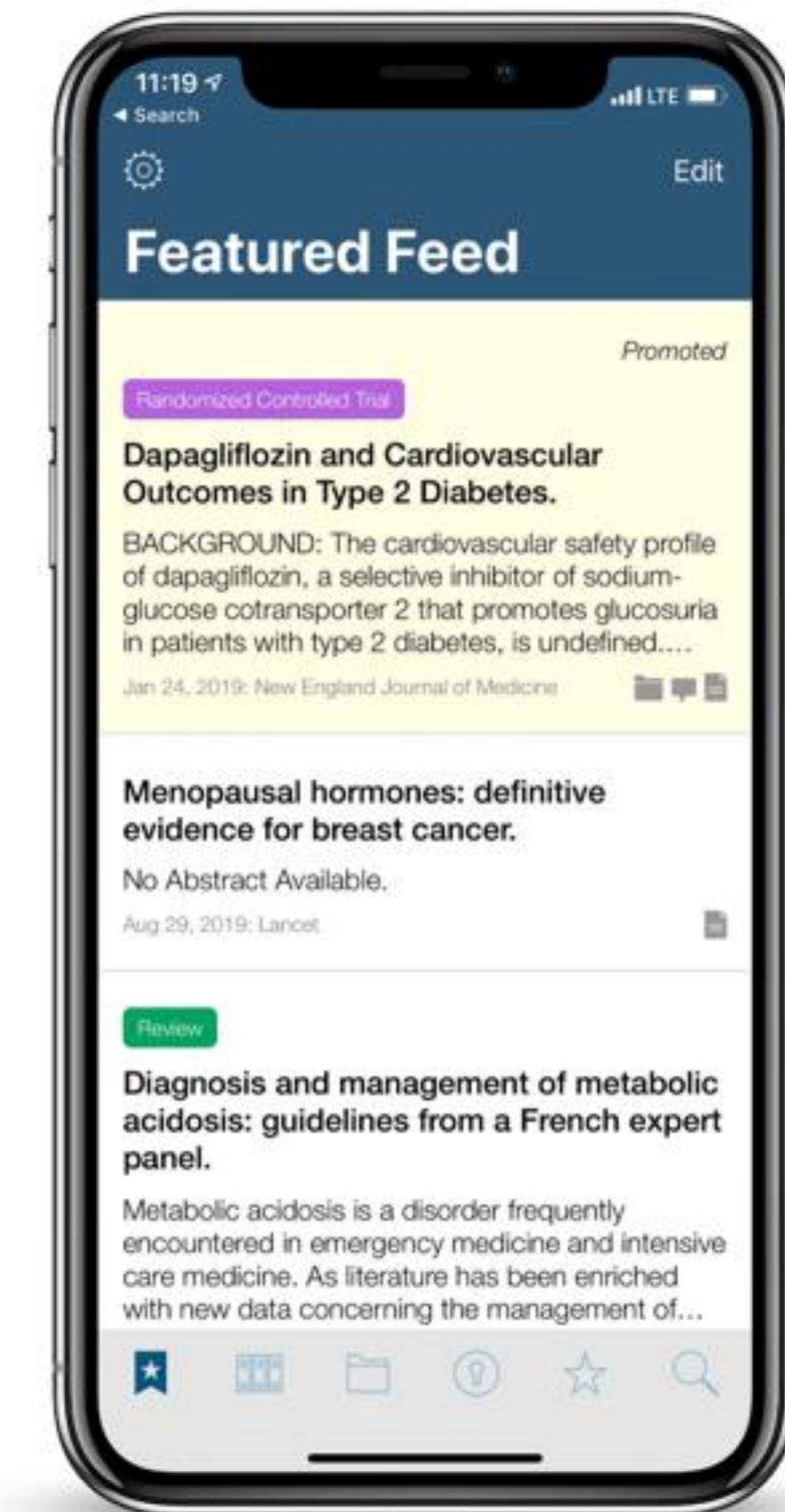


Achieving High Impact HCP Engagement

Case Study



'Read' campaign to drive awareness of literature showing efficacy of SGLT2i in heart failure



Question

- 1→ How strongly do you feel that dapagliflozin is an evidence-based therapy for heart failure with reduced ejection (HFrEF)?



Submit press Cmd ⌘ + Enter ↵

Impact

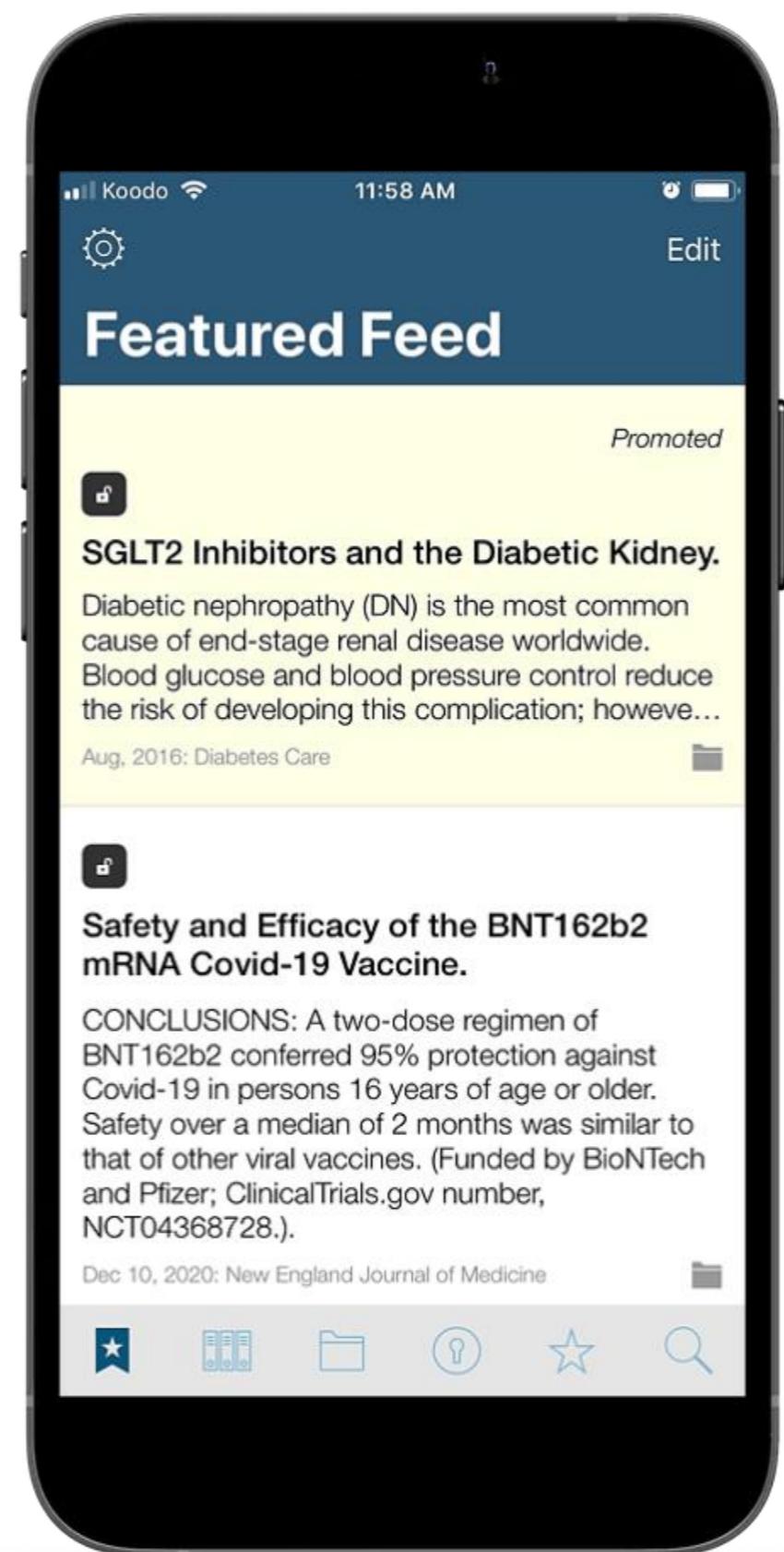
Intervention group mean score: 5.0
Control/unexposed group: 3.6

Impact: 39% lift

Achieving High Impact HCP Engagement



‘Read’ Promoted Research campaign to drive awareness of the literature showing efficacy of SGLT2i in diabetic kidney disease



Question

- 1→ How strongly do you feel that canagliflozin is an evidence-based therapy for diabetic kidney disease?



Impact

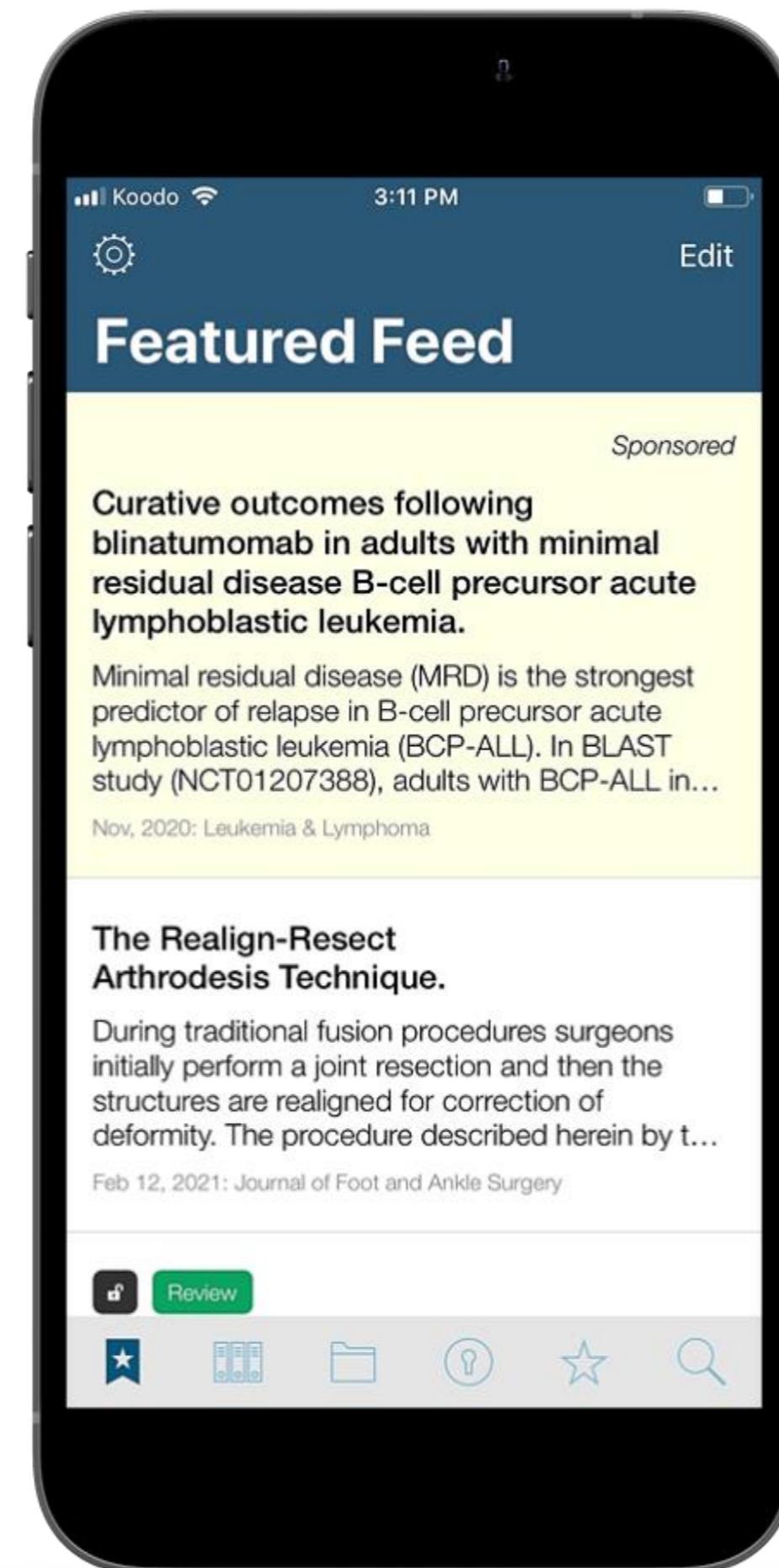
Intervention group mean score: 4.65
Control/unexposed group: 4.13

Impact: 12.5% lift

Achieving High Impact HCP Engagement



'Read' Oncology campaign to connect HCPs with landmark papers and outstanding topic reviews that educate around topics such as identifying the prognostic value of minimal residual disease (MRD) in B-Cell ALL and how to optimize therapy in B-Cell ALL.



Question

How important is it to you to test for minimal residual disease in patients undergoing treatment for acute lymphoblastic leukemia?



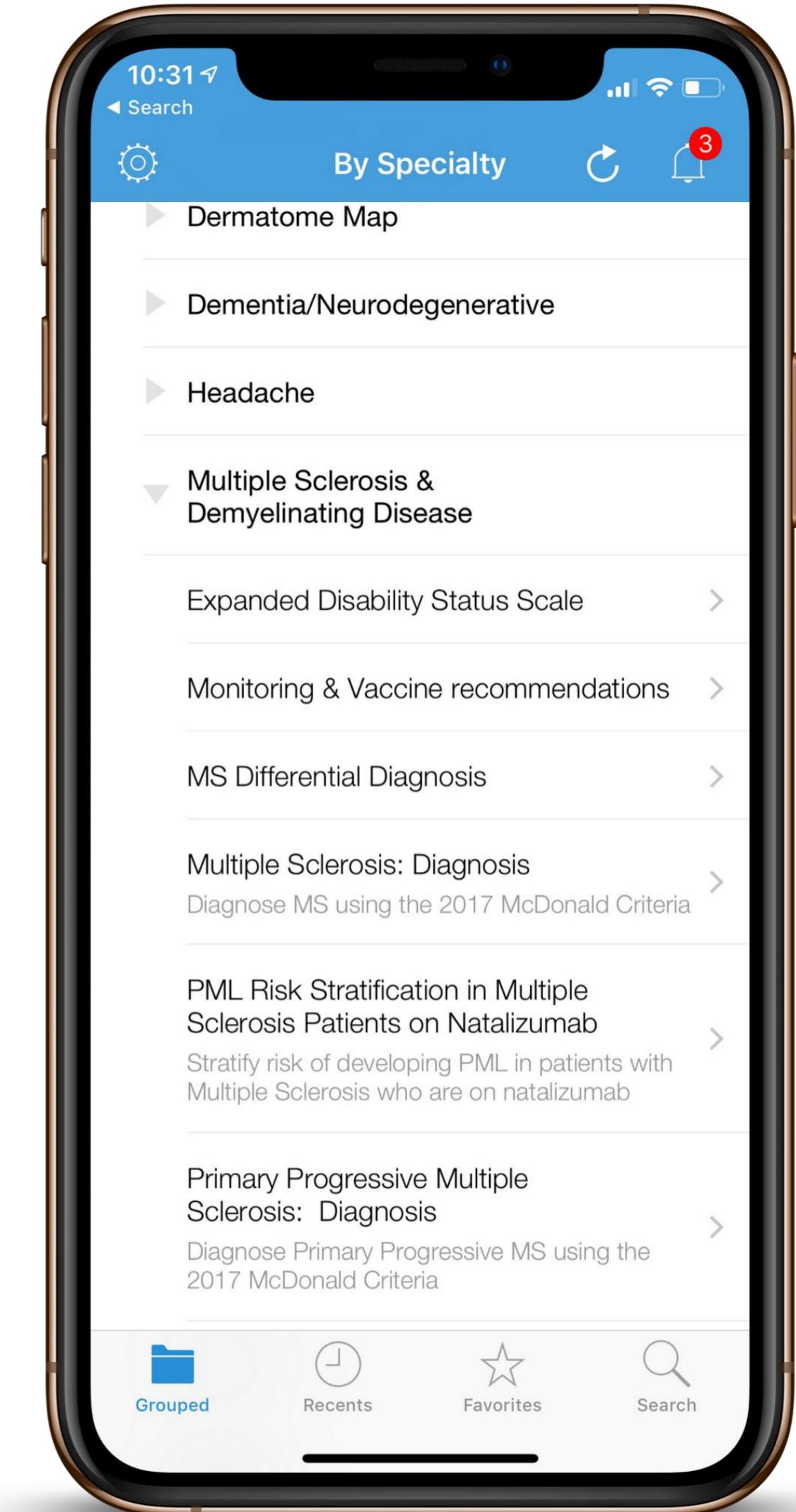
Impact

Intervention group mean score: 4.41
Control/unexposed group: 2.62
Impact: **68% lift**

Tactic #2: Adapt Evidence Into Simple POC Tools



- Develop tools, calculators & resource centers – on platforms with built-in HCP audiences – to support detection, diagnosis & therapy optimization
- Target digitally including those not in contact with the field salesforce

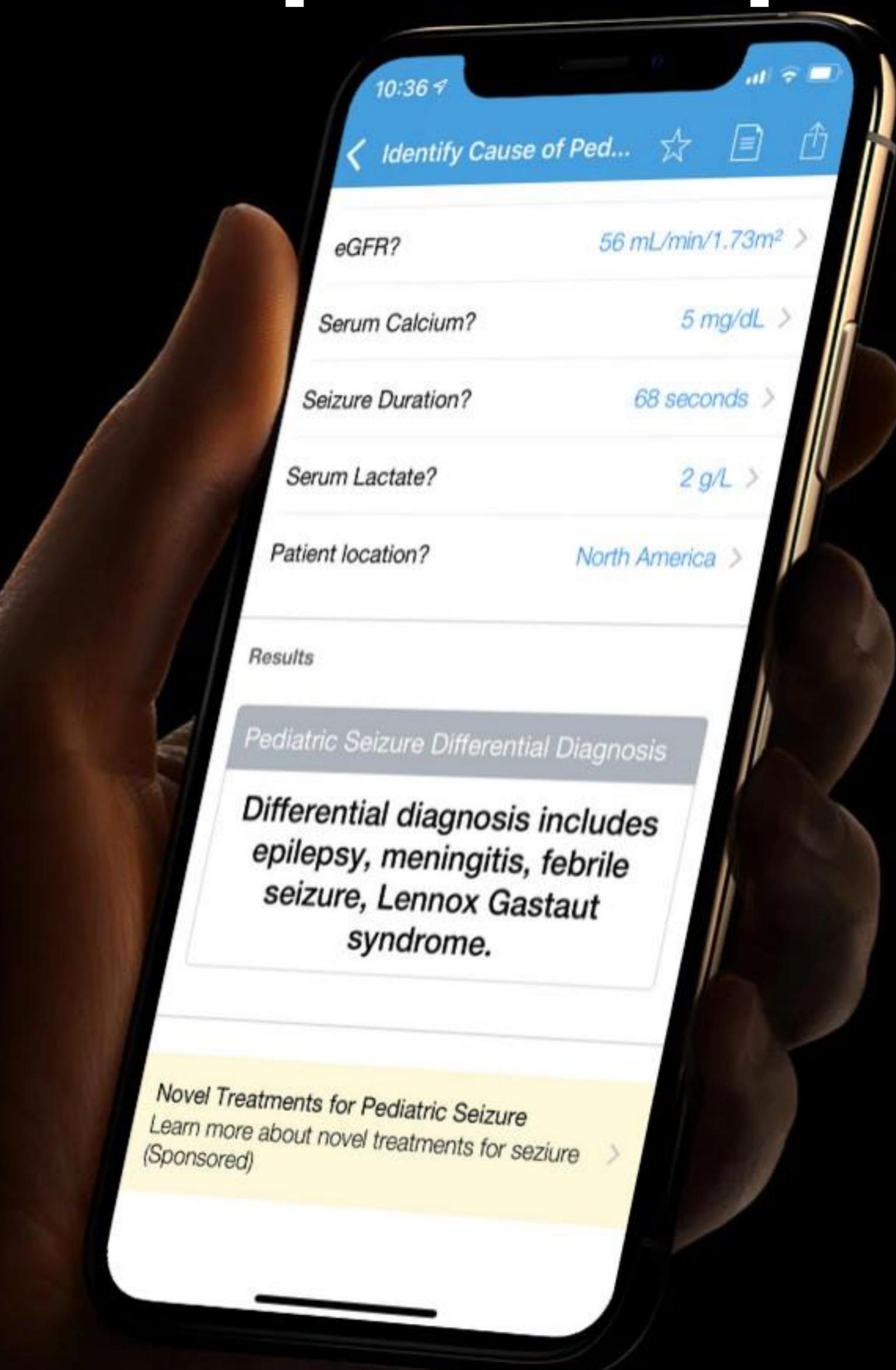


Drive Disease Awareness & Therapeutic Optimization

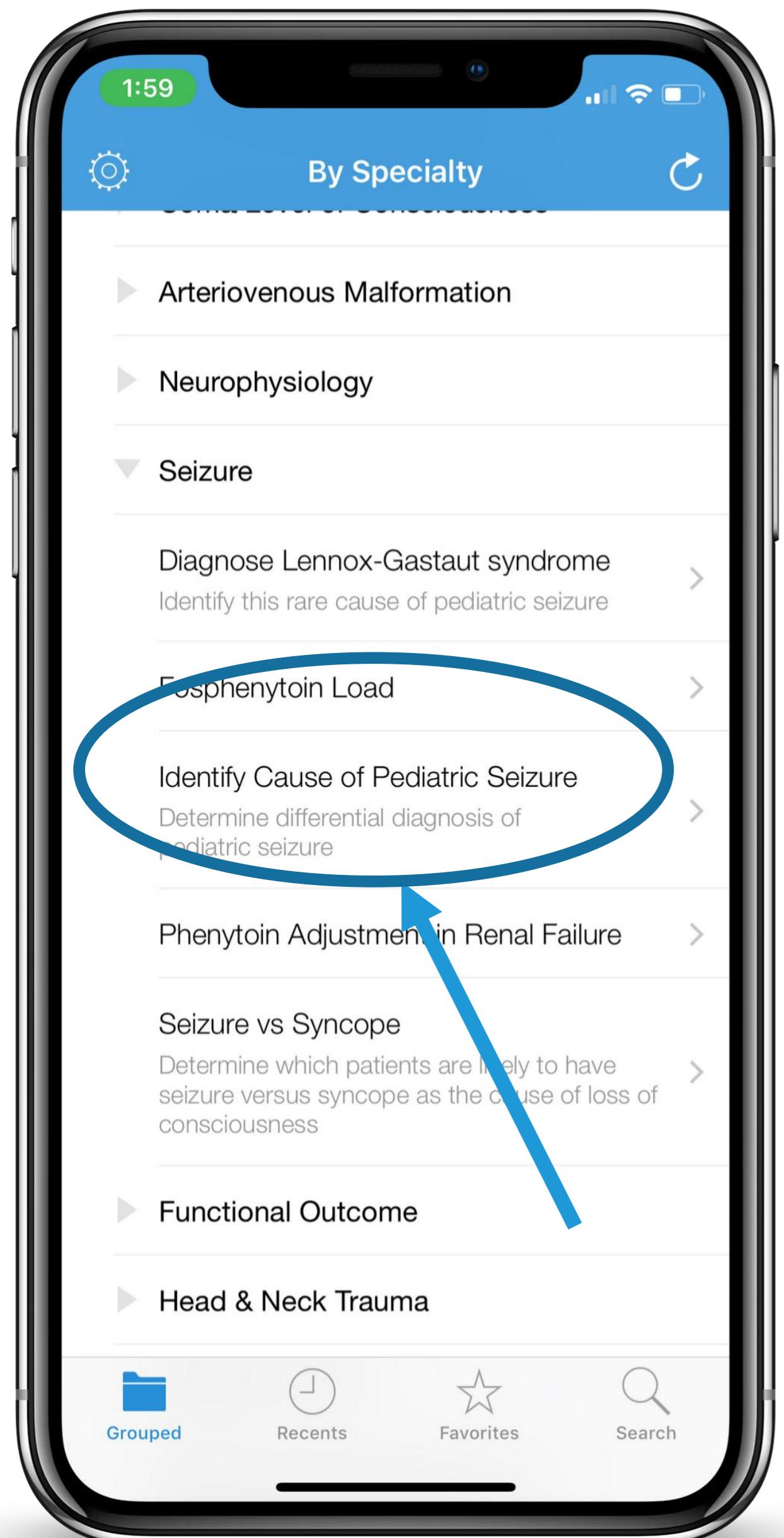
Build a decision support tool to review differential diagnosis & optimize evidence-based treatments

Assist with case finding & disease recognition

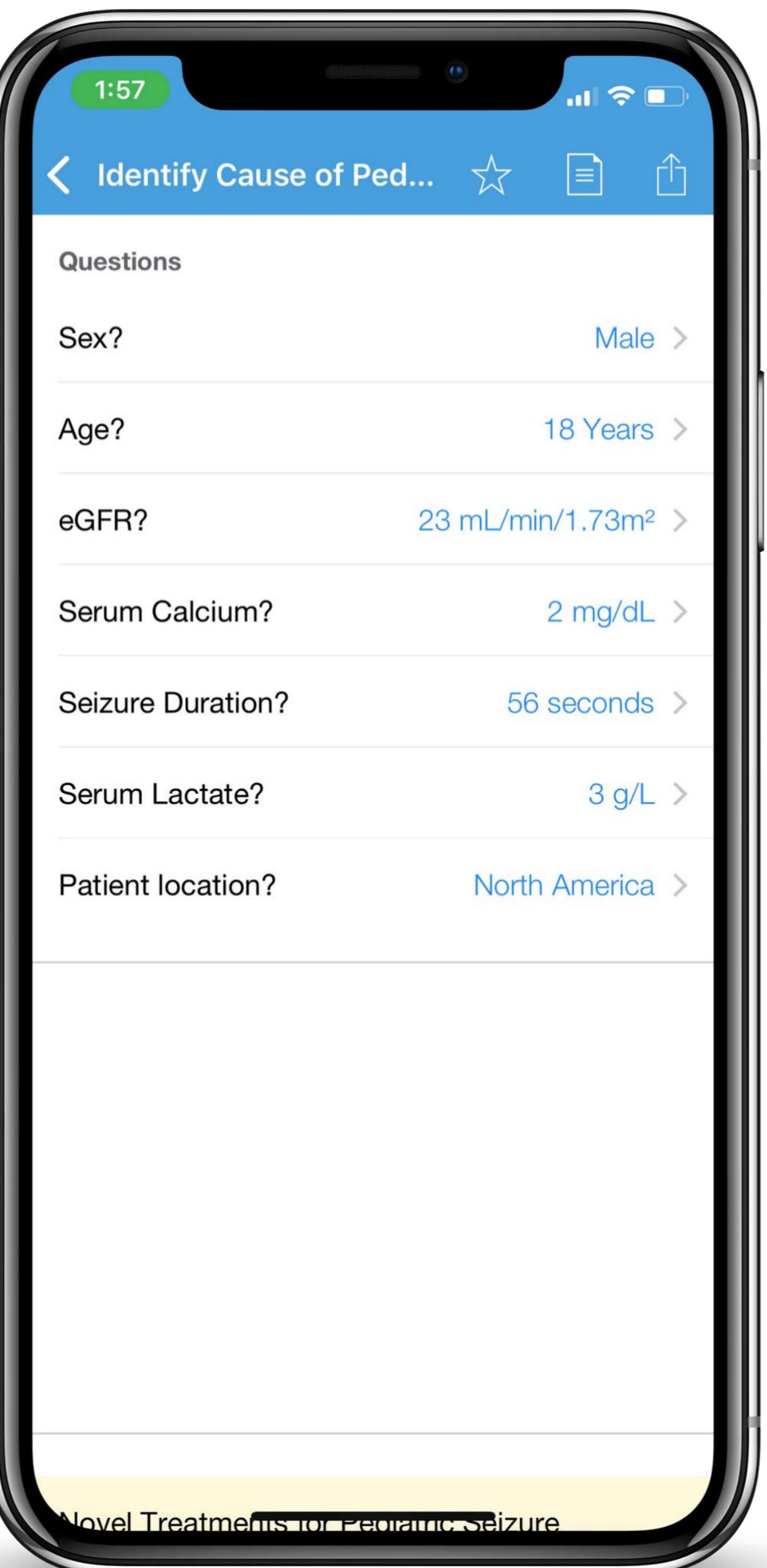
Option to drive traffic to additional information below results section



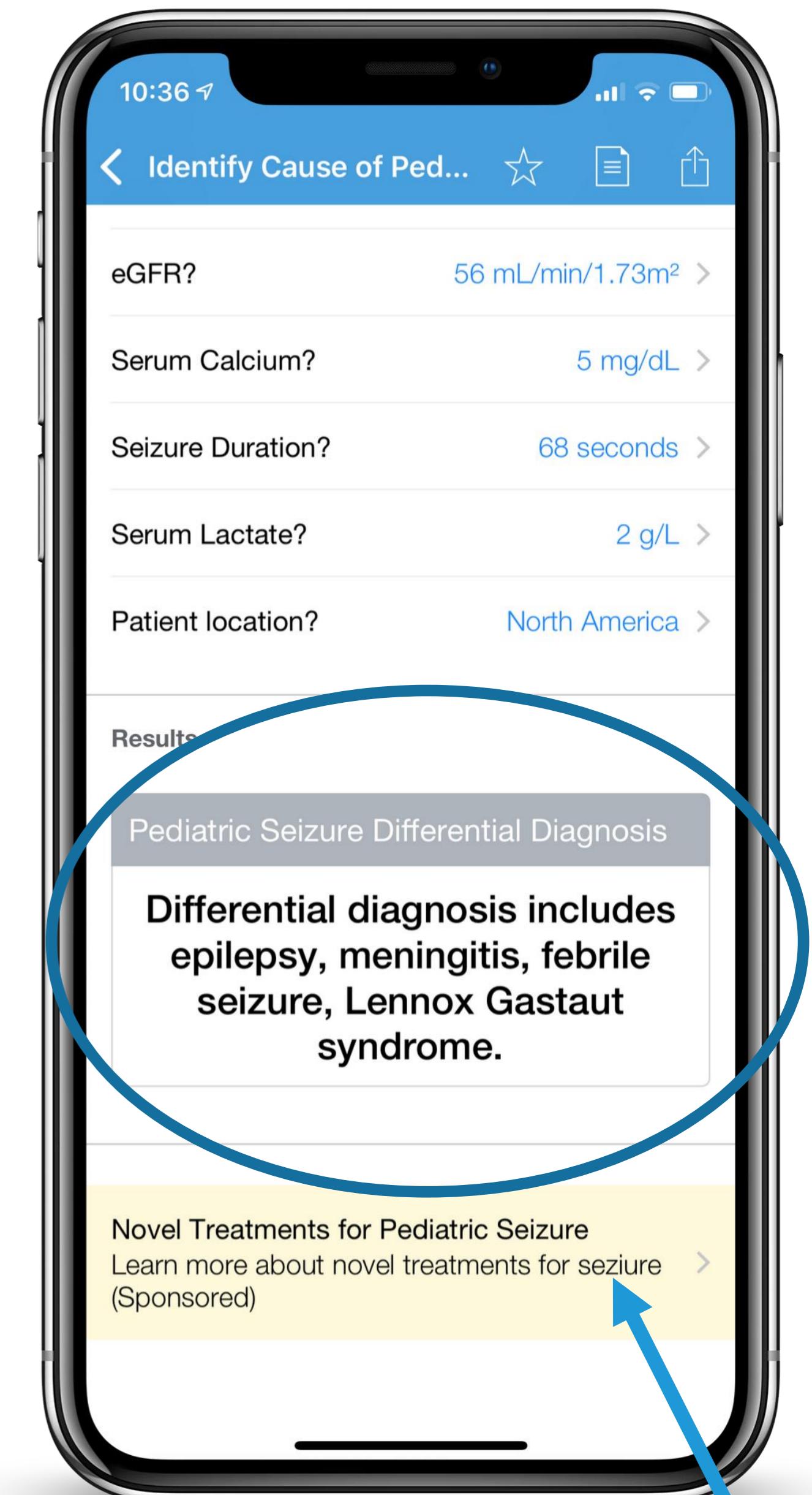
Identify Clinical Need



Answer Key Questions



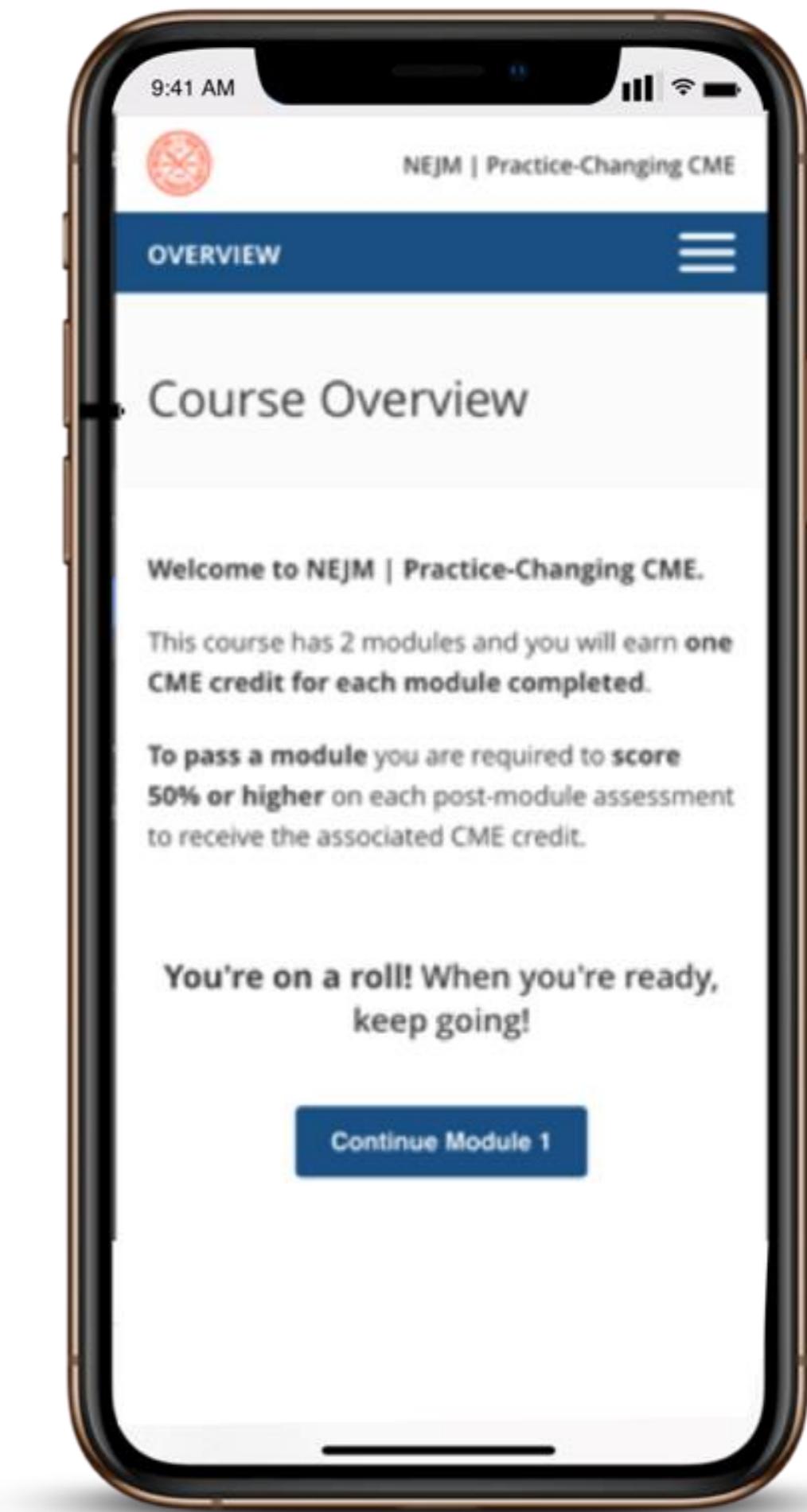
Drive Action



Tactic #3: Accommodate Busy Clinicians with Micro-Learning on Trusted Platforms



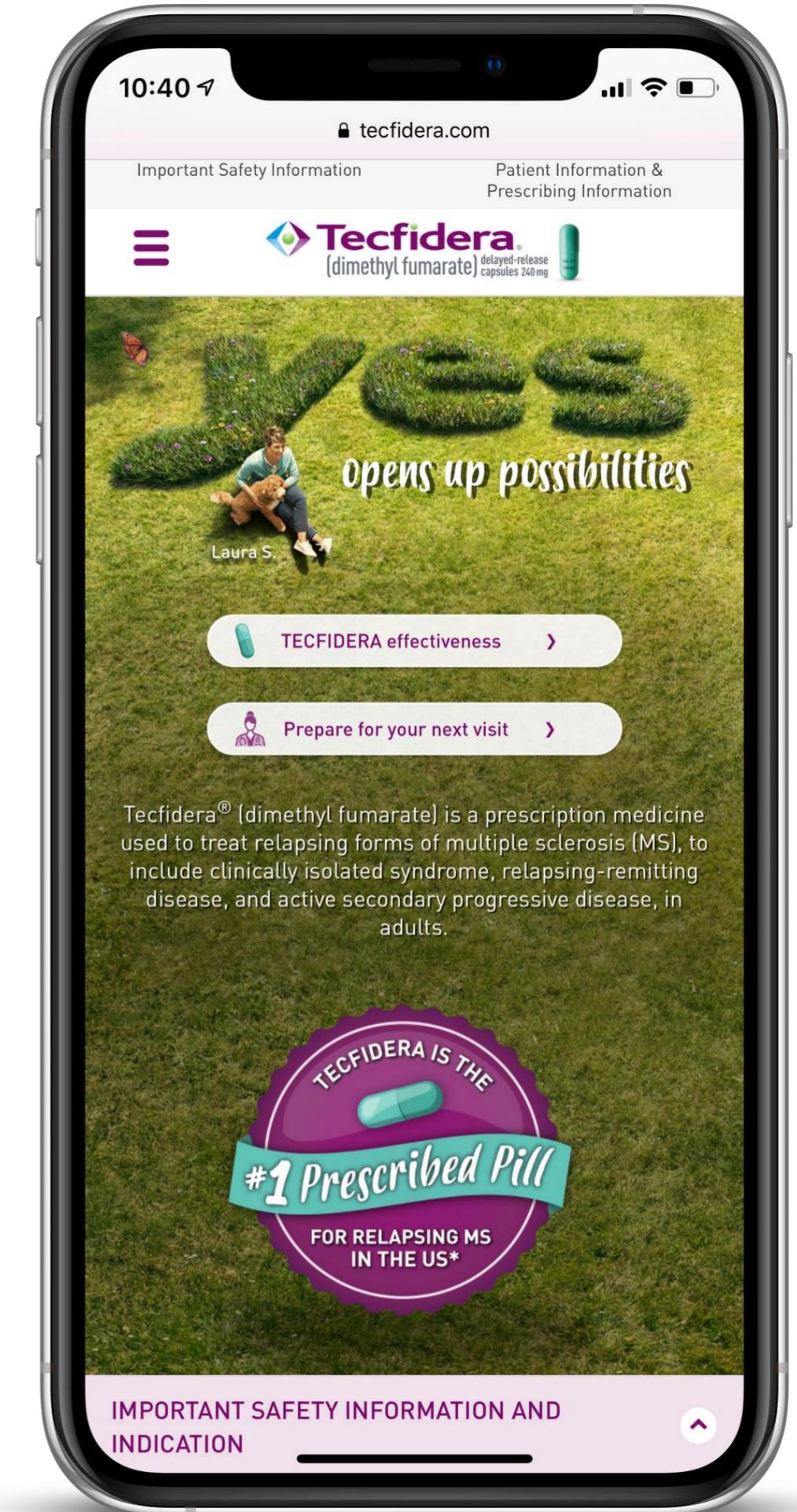
- Close knowledge gaps with mobile-first, micro-learning courses that busy clinicians can complete on-the-go, in just minutes per day – on a platform they already use & trust
- Learn by QxMD addresses the needs of the modern learner – digital-first, mobile-optimized, bite-sized consumption
- Report data on engagement, knowledge acquisition & behavior change



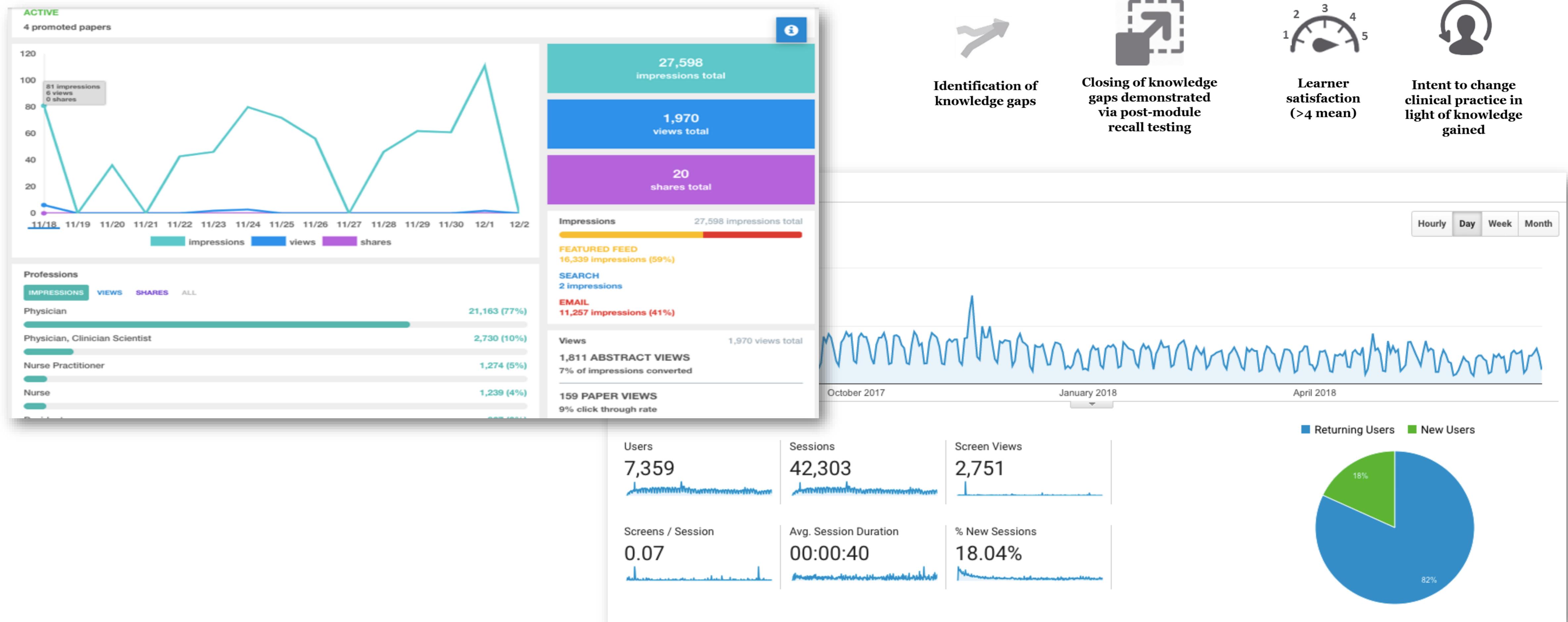
Tactic #4: Drive Guaranteed Traffic to Existing Digital Assets



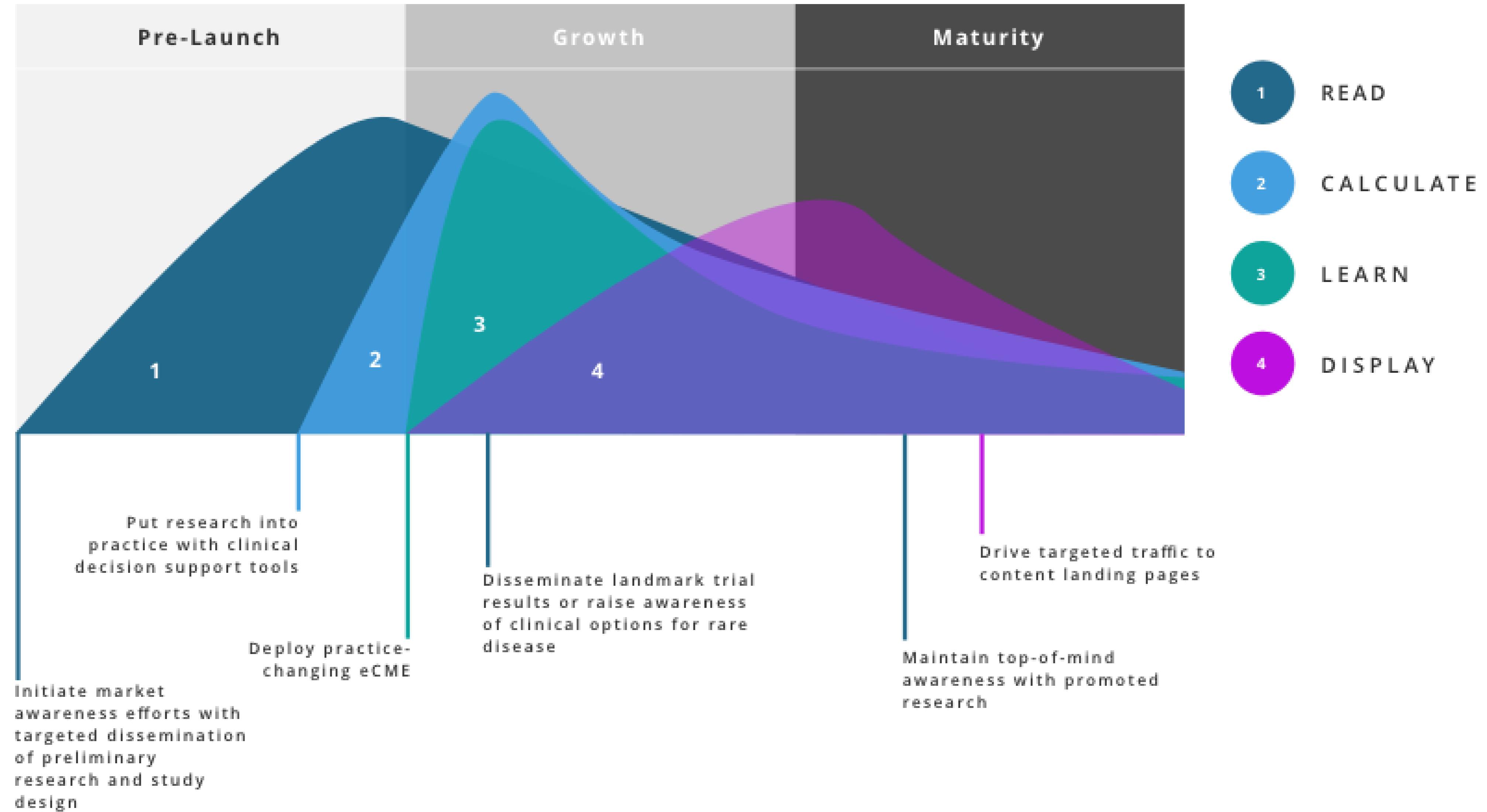
- Drive targeted traffic directly to HCP site and other digital branding content
- Organic (via QxMD platform) & re-targeted traffic options
- Run in parallel with other education tactics to increase likelihood of behavior change
- Call to actions included in other tactics in addition to standard media placements



Granular & Insightful Reporting Analytics



Sample Playbook



Thank you.



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