

Straight Talk:

Patient Case:

FCOG PS: 1

Negative for:

- ALK - BRAF - KRAS - EGFR - NTRK1,2,3 fusion - ROS1 rearrangeme

More in AML

 Intermittent smoking history
 Stage IV NSCLC with hepatic metastasis

Improving the conversation about HPV vaccination

The Doctor's Channel

The nation's largest short-form streaming video site for HCPs

MD, FAAP, of Orlando, FL, and I, MD, of Lancaster, PA, discuss how to preteen vaccination conversation with

> Epilogu (3:12)

16.4 medan PFS

GARDASIL.9

In the age of "media snacking," where people get their daily information in fragments, The Doctor's Channel delivers free expert medical education that gets right to the point.

With a full-service video production studio in NYC and over **500,000 US HCPs in our network**, The Doctor's Channel has a variety of customizable campaigns that can reach your target audiences while providing physician level data on all engagements!

A few of our creative product offerings:

Video Microsite

The Video Microsite is a hyper-targeted video asset distribution model utilizing The Doctor's Channel's flexible web template and distributed to your brand's list-matched HCPs. We manage the full MLR process, creation of client-approved drivers and deliver PLD on a weekly basis on all engagements.

V-Print: Video Reprint

The V-Print is a fully-produced custom video that highlights recent clinical data for your brand or its therapeutic category. The video features a thought leader discussing key clinical implications of a recent trial utilizing data visualization. Once completed, the V-Print asset is owned by your brand.

Patient Brief Case Video

The Patient Brief Case Video is a peer-to-peer educational tool. It enables your target audience to learn about the disease state, treatment pathway, and clinical efficacy of your therapy via a patient case. The video features a clinical decision-making discussion, with a focus on efficacy and outcomes data for the recommended treatment.

THE MOMINE STYTEM IS EASING! THE MO

Diagnostic Principles for TP53-Mutant

Content Hub Sponsorships

Utilizing standard IAB client banners and optional pre-roll ads, we educate interested HCPs about your brand. Your ads will surround contextually relevant video content by disease state, indication, or conference. With up to 100% SOV and guaranteed monthly e-mails and impressions, this is a fully scalable solution to reach your audience.



- Merck PRT





Augmented Reality Programs

Our tailor-made AR programs can be used to tell the unique story of your therapeutic's mechanism of action (MOA), deliver clinical data in a memorable way, or bring any print material "to life."

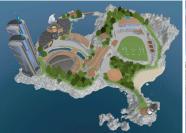
- PostAR AR-enhanced scientific posters
- MOA Postcards/leave-behinds
- Patient cases brought to life

The Doctor's Island

The Doctor's Island brings together internal teams or external stakeholders in an immersive 3D virtual world. Life-like interactions with presenters, moderators, and colleagues is made possible with customizable avatars and proximity-aware "3D voice" communication which allows for spontaneous one-on-one or group discussions anywhere on the island.

Ideal for:

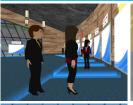
- Internal "All Hands" meetings
- Simulated Call Training
- Advisory Boards
- Investigator and Speaker Trainings







"It felt as though we were physically present with each other. 77% of our team said they prefer this platform for global meetings. When can we use it again?"













CLICK IMAGES TO SEE MORE SAMPLES

For more information about these programs, please contact: Alex Lindh, Director of Digital Strategy, at alindh@thedoctorschannel.com.