FAST FACTS

Developing and utilizing Fast Facts content
Utilize existing FAST FACTS content

Over 80 topics covered, from diabetes to rare diseases, for HCPs and patients

The highest quality content, delivering balanced practical information that will ultimately contribute to better health

- 20+ years of ever-improving content
- BMA Award-winning
- Authored by top international KOLs

Provide your audience with

- Hardcopy reprints
- Electronic access via Karger’s online platform
- License content for deployment via your own platform
Developing a new FAST FACTS

Where is the knowledge gap amongst your target audience?

Initiate a *bespoke* Fast Facts title to educate, raise awareness and stimulate dialogue in a specific area of medicine. Here’s how it works…

- Identify educational gap [patient/HCP]
- Identify potential authors, suggestions welcome
- Initiate and develop content – 10-12 months from receipt of PO
- Client provided with a content review at the draft stage
- Finalize and publish the content in client’s desired format
Example uses of FAST FACTS

Booth/congress item

• Increase touchpoints with clinicians with the provision of an independent publication that has an excellent perceived value and that will be appreciated by the recipient

• Make the book freely available to clinicians visiting either:
  o The sponsor’s booth
  o Or the Karger / Wisepress booth
Booth/congress item
Example uses of FAST FACTS

2. Distribution via MSL/rep network (print & USB credit card)
   - The perfect leave piece for MSLs/reps when visiting HCPs/pharmacists etc.
   - A relationship builder and discussion piece
Hard Copy
Distribution via MSL/rep network
Electronic

Example uses of FAST FACTS

3. Utilizing Fast Facts content via *straight-forward* electronic licensing

- **Online learning course** (for internal staff e.g. new hires or external physicians)
- **Traffic driver** and added value resource for clinicians/pharmacists visiting the sponsor’s digital platforms, e.g. free downloadable ebook
- **Content** to populate sponsor’s webpages/slide-decks
- **Sponsored online access** to selected groups via Karger’s platform

Examples case studies displayed on the next four slides…
Example uses of FAST FACTS

3-i Online learning course

- Fast Facts content used to create online learning course, suitable for either internal new hires, or external HCPs/pharmacists.
Example uses of FAST FACTS

3-ii eBook downloads

- Fast Facts eBooks made available for download on the sponsor’s educational website/hub
Electronic

Example uses of FAST FACTS

3-iii Fast Facts text/images extrapolated

Used to create website page content for a dermatology hub to deliver a full online learning experience for physicians

Psychosocial aspects - Acne as a symptom of other psychological disorders

Body dysmorphic disorder, a rare number of patients with body dysmorphic disorder (BDD) have acne as their primary dysmorphic symptom. The acne is usually not severe enough to lead to the patient's complaint, and it correlates with self-esteem and self-esteem. There are an estimated 3-5% of patients with obsessive-compulsive disorder (OCD) have anxiety and depression. A significant risk of suicide in those patients has been reported.

**Treatment**

Patients with OCD require significant support and support dermatological and psychiatric management, as many have global mental disorders. Patients for whom OCD is the only behavioral symptom may gain relief from treating their acne and depression. Acne has been treated in the past with retinoids, which are prescribed or prescribed, is common and cost-effective for further treatment in acne.

Acne excorié is a self-inflicted skin condition in which the affected individual compulsively picks or scratches acne lesions, predominantly on the face. (Fig. 4.2). The disorder can develop into dermatitis. Acne excorié is predominately seen in adolescents and young adults, although the incidence also appears to be increasing in adults. The acne excorié has been associated with anxiety and depression. Acne excorié is a psychological or psychiatric problem, such as OCD, or may be treated severely. Frequently, acne excorié can be treated.

**Figure 4.2** Acne excorié; scratched acne lesions.

Eating disorders

Acne has been reported in association with the anorexia nervosa and bulimia nervosa. Levels of serum growth hormone and insulin-like growth factor (IGF) have been shown to be elevated in anorexia, serum growth hormone levels are raised, while IGF levels are correspondingly low.
Electronic Example uses of FAST FACTS

3-iv Open via the Karger platform

Content made freely available to physicians via sponsored online access on the Karger.com platform

Fast Facts: Biosimilars

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Bennett, David J. (Buckinghamshire)

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You already have online access to this title. If you would like to buy a personal digital or print copy, please click here.
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