



| Digital Media Solutions

American Association for Study of Liver Diseases AASLD Case Study



Challenge

AASLD struggled to engage healthcare professionals (HCPs) with comprehensive, text-heavy medical guidelines. They also needed to attract sponsorships from pharmaceutical companies and corporate entities.

Solution

Editage DMS developed concise 02 to 04 pager infographics derived from the textual medical guidelines, providing a visually appealing and easy-to-consume format for HCPs.

Implementation

- 1 Identified key sections of medical guidelines for infographic format
- 2 Designed infographics focusing on visual clarity and key takeaways
- 3 Integrated infographics alongside published guidelines on AASLD platforms
- 4 Supported social media campaigns to drive traffic

Impact

AASLD engagement with healthcare professionals (HCPs) improved, driving increased interest in medical guidelines. Enhanced shareability on social media has also elevated visibility, reaching a wider audience and encouraging more people to explore the articles. The Manuscripts supplemented with infographics typically saw:



24.7% higher Altmetric scores



65.7% more tweets



24.5% more Mendeley reads

Conclusion

Editage DMS was successful in addressing the challenges of engaging HCPs. AASLD was able to enhance accessibility and shareability, leading to notable increases in online engagement. This case study highlights the potential for visual content to transform how medical guidelines are consumed and shared, benefiting both healthcare professionals and the wider audience.

Enhance Your Research Visibility!

Partner with us to understand how we can repurpose your comprehensive medical guidelines into concise and impactful infographics.

Get in Touch! To schedule a Discovery Call, reach us at



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