

Guidelines for content marketing in Lääkäriportaali

The client produces 1) an article and 2) a kicker to the article (short piece of content to be published in newsletters that encourages readers to click through and read the full article).

The article may cover any topic the client wishes to communicate to the physician target group. When planning the text, it is worth considering which elements of the article are newsworthy and particularly interesting to physicians—while taking the Ethical Guidelines of the Pharmaceutical Industry into account.

The article consists of the following parts

- The article has a **headline** that is interesting to physicians; the maximum headline length is 100 characters.
- After the headline, the article includes a **lead** (approx. 230–250 characters of text that works as an appealing introduction to the article).
- **Article with text and subheadings.** The recommended maximum length is approximately 6,500 characters including spaces. The article may include text, images, videos, infographics, and links.
- The article must include one illustrative **image** related to the topic (not a product advertisement, no text). Size: at least 690×360 px, JPG format.
- If needed, a **list of additional information links** to be included in the article, for example the Summary of Product Characteristics (SmPC) text.

The one-month content marketing collaboration includes headline visibility alongside the Lääkäriportaali's news for four weeks and kicker visibility in newsletters for four weeks. The article is also sent to the target group as a dedicated email, and the client additionally receives a print-ready PDF file of the article. The article remains available to read in the Lääkäriportaali for one year unless otherwise agreed.

Terve Media adds the text COMMERCIAL COOPERATION at the beginning of the article and the following text at the end of the article: "Commercial partner: Company. This content is produced by the commercial partner, and the partner is responsible for the editorial content."

The kicker consists of the following parts

The newsletter kicker consists of the article's headline, lead, and image. Image size is 300×250 px, JPG format. The image must not be a product advertisement and must not contain text.

Note! Most readers end up reading the article via kicker in the newsletter. We advise to highlight the news aspect that is of interest in the kicker and title.

The kicker's attention value directly affects the number of times the article will be read.

Kind regards,
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Example of an article

- A compelling title that addresses the target group
- An ingress, which leads to the topic and raises interest to read the article.
- Image provided by the customer (not an advertisement), size 690x360 px, jpg format
- Article text (approximately 6,500 characters including spaces)
- Tables, graphics and embedded videos can be attached to the article (e.g. YouTube, Vimeo)

Example of a kicker



KAUPALLINEN YHTEISTYÖ

Endokrinologit etätyöstä – Kokemukset kyselyn mukaan positiivisia

Vastaanotto sujui nopeasti ja asiat saatiin käsiteltyä hyvin. Sähköiset viestimet tuntuivat olevan potilaille hyvin hallussa. Muun muassa näin kertoivat endokrinologit Lääkäriportaalin etätyökyselyssä. Kaikki kyselyyn vastanneet endokrinologit ilmoittivat, että etätyö houkuttaa juuri nyt. Mitkä ovat sen hyödyt?

How to write a good article?

A good article clearly produces value or benefit to the medical target group. The article should not focus on the product, but provides a clear value for the time spent, for example by new information or perspectives that affect the work of doctors and patient care. As the recipient of the message, it's best if the clinicians feel they receive valuable information or experiences from their colleagues - a purely commercial message will not be as well received.

Consider the perspective of the target group

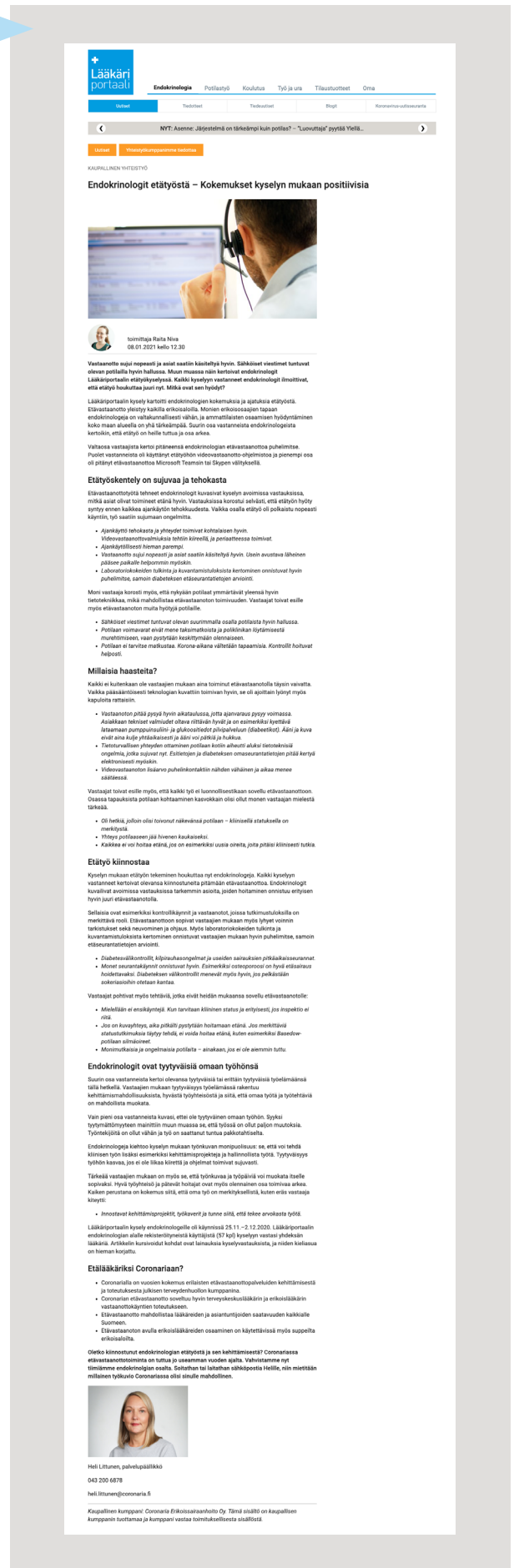
Your article is competing for the time of busy professionals, so most effective is to build the message from the doctor's point of view and how to solve their problems. Effective conveying of information always requires choices from the sender: choose a clear main message and goal for what you want to say. If there are several good perspectives on the topic, you may consider using several articles. Remember to describe the benefits of your solution for the doctor and patient instead of just listing the product arguments. Remember sources. With image choices, you support the effectiveness of your message: a timely image relevant to the topic increases interest. Interest is usually increased by an image of a person – for example, the expert or the doctor who's been interviewed for the article. Be honest, and also respect your competitors' solutions as a professional in pharmaceutical marketing.

A clear structure guarantees readability

Structure your message into a logical and easy-to-understand entity. Remember good grammar and spelling. Headings should be interesting and clear. Remember subheadings to rhythm the text to make it easier to read. Too long paragraphs make reading difficult. A suitable amount of sentences for one paragraph is 3–5. Stylistically, the text should be easily understandable, professional language.

Remember the Ethical guidelines of the Pharmaceutical Industry

Pay attention to the Summary of Product Characteristics of your product and its permitted uses. Your content is likely to be studied by professionals from your own company and competitors, as well as the authorities that supervise the industry. Base your argument on facts that you can support with references in the article. Try to justify your message on clinical grounds. Within these limits, you can be creative in communicating the benefits or news about your product



The screenshot shows a web page from 'Lääkäriportaalii'. The article title is 'Endokrinologit etätyöstä – Kokemukset kyselyn mukaan positiivisia'. The author is 'toimittaja Riita Niiva' and the date is '08.01.2021 kello 12:30'. The article text discusses the experience of endocrinologists with remote work, mentioning that the reception was fast and that digital communication tools were well-managed. It also lists several benefits of remote work, such as the ability to work from home, flexible working hours, and the opportunity to work in a quiet environment. The article is categorized under 'Lääkäriportaalii' and 'Yhteistyö'. The page also features a navigation menu at the top and a footer with contact information for 'Lääkäriportaalii, Terve Media Oy'.



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