

CASE STUDY




Biosimilars 101 Webinar

Biosimilars
FORUM

Executive Summary

The Biosimilars Forum hosted **Biosimilars 101: An Educational Webinar on Biosimilars** on Tuesday, May 10. This event was a comprehensive educational program providing resources, information, and connections to interested parties throughout the United States.

Objectives

-  Bring regulatory, patient, and provider voices together for presentations and discussion on the United States biosimilars landscape.
-  Provide education and resources to health care groups on biosimilars and the role they play in patient care.
-  Promote the Biosimilars Forum as the industry leader and leading voice for biosimilars in the United States.

Results

205+

pre-event sign-ups

130+

attendees for the live event

Fielded 20+

questions from attendees during the live event

Secured 1,000+

impressions on LinkedIn for social media campaign and 28,000+ impressions on Twitter

Reached 150+

health care group stakeholders through an integrated MailChimp marketing campaign, with most of which were in attendance.

Managed 50+

slides in master deck presentation, working with FDA officials and health care leaders on slides.

Featured two speakers from the Office of Therapeutic Biologics and Biosimilars

(OTBB) at the U.S. Food and Drug Administration (FDA), along with patient and provider health care leaders, all advocating the safety, efficacy, confidence, and use of biosimilars in the United States.

