



Case Study HELIX

The Challenge

- The Healthcare Education Department of Glaxo Wellcome Inc. (now GSK) developed a groundbreaking meta-healthcare education and information resource service. HELIX™ (Healthcare Education & Learning Information Exchange) offered on-line continuing education, audiostreamed presentations by world-leading medical experts, health news, discussion groups and other information resources for healthcare professionals and their patients.
- The challenge was to communicate the availability of the resource and encourage physicians, pharmacists, nurses and allied health professionals – who in general are not early adopters of new technology, especially digital communication – to utilize the resource.

Our Solution

- Serving on the development and planning team since HELIX's inception, Forge Communications' counselors designed and implemented a comprehensive, multi-year promotional effort to build awareness and spur usage of the HELIX website among target audiences.
- Primary activities included regular media releases to and contact with national pharmacy, nursing and medical trade media, trade show exhibits, journal and Web banner advertising, one-on-one development of feature stories with key industry trades, joint promotional efforts with professional trade associations and direct mail to healthcare professionals.

The Results

- More than 40,000 healthcare professionals registered with the HELIX service and countless others tapped into its wide array of resources.
- Recognized as one of the premier health education sites on the Web, HELIX received extensive media coverage over several years in dozens of professional pharmacy, medical and nursing trade publications and was named "Best Medical Web Site" at the International Health & Medical Film Competition.
- The George Washington University School of Medicine asked to partner with HELIX to carry RealAudio® broadcasts of its Grand Rounds "Frontiers in Biomedicine" series featuring world-renowned experts such as Anthony Fauci, MD, then-head of the National Institute of Allergy and Infectious Diseases, and Ian Wilmut, MD of the University of Edinburgh who successfully cloned the first sheep, Dolly.