

QOL Medical to introduce new disease awareness-raising tool at WCPGHAN 2016

Published on August 27, 2016 at 2:58 AM

QOL Medical, LLC announced today they will introduce a ground breaking hyper-targeted marketing tool at the 5th Annual World Congress of Pediatric Gastroenterology, Hepatology and Nutrition (WCPGHAN), from October 5th-8th 2016 in Montreal, Canada. World Congress is the largest gathering of pediatric gastroenterologists, hepatologists, research scientists and physician nutritionists. It is designed to promote awareness of the rare disease genetic sucrose isomaltase deficiency (GSID).

QOL's target audience is the physicians and medical professionals who treat GI (stomach) diseases and conditions but who might not be aware of GSID. So what ad placement would be more appropriate than on a toilet seat? "In this world where people are bombarded with ads, it's crucial to create a way to stand out," said QOL's Vice President of Marketing, Anthony D'Elia. "Our team designed disease state-branded biodegradable toilet seat wraps to place in all of the conference attendees hotel rooms."

This new hyper-targeted approach will assist in raising rare disease state awareness direct to the physicians. "Increasing rare disease state awareness is imperative to both the medical community and general public."

Source:

QOL Medical
