

G-Med Announces the Launch of Its Bespoke Podcast Tactic to Elevate HCP Engagement

G-Med has developed the Bespoke Podcast Tactic to offer a fresh, dynamic approach to HCP engagement.

LONDON, UNITED KINGDOM, March 18, 2025 /EINPresswire.com/ -- [G-Med](#), the world's largest



“With the Bespoke Podcast Tactic, we are offering a unique opportunity to reach HCPs through a format that resonates with their daily routines”

Ilan Ben Ezri, CEO and Co-Founder of G-Med

online platform for verified physicians, is excited to introduce its Bespoke Podcast Tactic, a groundbreaking solution designed to help healthcare brands connect with physicians through engaging, high-quality audio and video content. This new tactic enables marketers to deliver tailored messages to healthcare professionals in an innovative and interactive way.

As digital content consumption evolves, healthcare professionals increasingly seek convenient and relevant ways to stay informed. Recognizing this, G-Med has

developed the Bespoke Podcast Tactic to offer a fresh, dynamic approach to HCP engagement. By integrating expert-driven discussions within a trusted professional environment, this solution enhances content visibility and strengthens the connection between medical brands and physicians worldwide.

G-Med's gated platform ensures content reaches an audience of over 1.5 million doctors across 160+ countries, offering healthcare brands exclusive access to verified physicians. The Bespoke Podcast Tactic delivers relevant, thought-provoking discussions in an engaging and interactive format, allowing brands to educate and connect with their target audience in new and meaningful ways. This innovative solution enhances brand visibility and provides an effective channel to reach physicians where they already consume medical content.

About G-Med

G-Med is the world's largest online platform for verified physicians, offering healthcare brands data-driven solutions to engage HCPs with insightful, strategic, and impactful content.

For more information about G-Med's Bespoke Podcast Tactic or to schedule a consultation,

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