

## **Case Study**

# **Virtual Meeting Speaker Program US Primary Care Marketing**

### **INTRODUCTION**

This Case Study outlines a series of virtual meeting (VM) speaker programs for a Top Ten biopharma company running from 2013 through 2015. All activities are in support of a single primary care Franchise. MedPoint Digital is a preferred vendor for VM services to the biopharma company and delivered end-to-end services in support of these peer to peer promotional programs.

### **OVERVIEW**

The Franchise received FDA approval for two new brands in the same therapeutic class over a seven-month period in 2013. The Brand Teams each set aggressive goals for US product launch that relied on the use of multiple channels to reach target HCP audiences. The launch plan included a more aggressive use of VM speaker programs than in the past.

Brand A was approved in May 2013 and launched immediately. Shortly thereafter, MedPoint engaged with the Brand Team in strategic planning and recommended a continuous series of virtual speaker events. The 40-event pilot program was initiated in the fourth quarter of 2013. By the end of the year, the VM pilot program was determined to be a success based on reliability of technology, streamlined processes for field sales, positive HCP experience, regulatory compliance, and high rates of HCP registration and attendance. This led to a follow-on commitment for a series of 75 virtual speaker events in the first quarter of 2014.

Brand B received FDA approval in December 2013 and targeted April 2014 for initiation of VM speaker programs. The 24-event pilot program, and an immediate 84-event follow-on program, were developed by MedPoint for Brand B. These programs incorporated various best practices from the launch of Brand A, such that Brand B experienced even higher rates of performance for metrics such as attendance, satisfaction, and technical reliability.

Due to high rates of success, VM speaker programs were extended for the remainder of 2014 and throughout 2015 for both brands. Brand A committed to a total of 270 events for 2014 and an additional 160 events in 2015, and Brand B committed to a total of 263 events for 2014 and an additional 240 events in 2015.

## PROGRAM DESIGN

MedPoint Digital collaborated with the Brand Teams to develop a user-friendly program structure for the field sales and KOL speakers that delivered high quality on a continuous basis.

The plan comprised:

- A Calendar of Events aligned with strategic goals
  - A balanced schedule of events for each time zone and day of week
  - A mixture of lunchtime and evening events to accommodate schedules
  - Multiple events for each brand every week
  - No events for Brand A and Brand B running at the same time
- A Registration Portal to support field sales and target HCPs
  - Showing an interactive Calendar of Events with speakers listed
  - Downloadable, printable invitations, program synopsis and speaker bios
  - Automatic confirmation emails, with event log-on instructions
  - Sales rep individual dashboards, showing HCP registrations and requests
  - KOL speaker dashboards showing scheduled and requested events
- KOL speaker skill training
  - One-on-one orientation sessions with MedPoint specialists
  - Training and practice on use of the TelePoint™ virtual meeting platform
  - Review of event scheduling and logistics
  - Provision of headset and webcam
- Field sales training and orientation
  - Overview of program schedule, topics, speakers and logistics
  - Run-through of processes: registration, confirmation, help desk and log-on
  - Setting goals, driving recruitment and winning field sales buy-in
  - A role for the rep that drives access to target HCPs
- Production of engaging events
  - 30 to 45 minute programs to fit with HCP schedules
  - Speakers on live webcam video throughout each event
  - Ability for HCPs to submit questions during events
  - HCP attendee polling with real-time display of results
  - Use of multimedia, animation and source materials
  - Professional scripted moderation and speaker support

## **VENUE-BASED AND ALL-VIRTUAL EVENTS**

The 2013 and 2014 plans for VM speaker programs for both Brand A and Brand B included a mix of venue-based events and all-virtual events. Venue-based events, also called hybrid events, are similar to a traditional dinner meeting format, except the KOL speaker connects with local HCPs virtually. The KOL is able to present from a home or office location while the audience views the presentation from a remote venue location. All-virtual events connect all parties by a computer or mobile device from a home or office location, enabling KOL speakers to connect with HCPs across the US.

For venue-based events, MedPoint provides a suite of support services to ensure Internet connectivity and an optimal meeting experience for the venue attendees, including on-site visits to certify venues and on-site A/V technicians and equipment.

During the 2013 and 2014 programs, both HCPs and field sales reps exhibited an overwhelming preference for all-virtual events over venue-based events. For example, the original plan for the Brand A launch comprised 18 venue-based events and 22 all-virtual events. During the 2-month launch period, 10 of 18 venue-based events were cancelled due to low registration, while the all-virtual events exceeded target attendance by almost 3X. During the Brand A launch, 94% of HCPs participated by all-virtual events and only 6% from venues. The high percent of all-virtual attendees lowered program costs, simplified compliance with Open Payments regulations, and drove high rates of attendance.

The trend favoring all-virtual events became even more acute in succeeding program series, so that by the second half of 2014, only 1 or 2 venue-based programs per month were scheduled by each Brand. Moving into 2015, the Franchise has completely eliminated venue-based hybrid VM programs for all Brands.

## **2015 ACTIVITY**

As indicated above, Brand A and Brand B continued to utilize peer to peer promotional VM's as a primary marketing tactic in 2015. Additionally, the Franchise received FDA approval for 3 additional brands from mid-2014 through the end of 2015. The versatility of the MedPoint VM channel allowed the Franchise to easily scale the number of events being run for each brand at any given time to give share of voice as desired. Brand C received FDA approval in Q3 2014 and began programming in early 2015 with a 40 event series. Brand D received approval in Q2 2015 and will begin programming in Q4 2015 with a 40 event VM program. Brand E is anticipating FDA approval in Q4 2015 and will begin programming promptly upon approval.

## **METRICS FOR 2013 AND 2014 PROGRAMS**

### **Brand A – 40 Event Launch (Nov-Dec 2013)**

- 22 all-virtual events
- 8 venue-based events held, 10 cancelled
- 3,510 HCPs participated, 117 HCPs avg. per event
- Program cost: \$193,550
- Cost per HCP: \$55.14

### **Brand A – 75 Event Series (Jan-Apr 2014)**

- 42 all-virtual events
- 9 venue-based events held, 24 cancelled
- 3,612 HCPs participated, 71 HCPs avg. per event
- Program cost: \$268,649
- Cost per HCP: \$74.38

### **Brand A – 155 Event Series (May-Dec 2014)**

- 149 all-virtual events
- 6 venue-based events held, 8 cancelled
- 6,736 HCPs participated, 43 HCPs avg. per event
- Program cost: \$345,272
- Cost per HCP: \$51.26

### **Brand B – 24 Event Launch (Apr-May 2014)**

- 24 all-virtual events
- 0 venue-based events
- 3,795 HCPs participated, 158 HCPs avg. per event
- Program cost: \$120,383
- Cost per HCP: \$31.72

### **Brand B – 85 Event Series (Jun-Aug 2014)**

- 79 all-virtual events
- 4 venue-based events held, 2 cancelled
- 5,792 HCPs participated, 70 HCPs avg. per event
- Program cost: \$176,776
- Cost per HCP: \$39.15

### **Brand B – 110 Event Series (Sep-Dec 2014)**

- 91 all-virtual events held, 6 cancelled
- 1 venue-based event held, 3 cancelled
- 4,183 HCPs participated, 45 HCPs avg. per event
- Program cost: \$205,173
- Cost per HCP: \$49.05

## **YEAR TO DATE METRICS FOR 2015 PROGRAMS**

### **Brand A – Figures from January-July 2015**

- 98 all-virtual events, 2 cancelled
- 0 venue-based programs scheduled
- 5,188 HCPs participated, 53 HCPs avg. per event
- Program cost: \$176,672
- Cost per HCP: \$34.05

### **Brand B – Figures from January-July 2015**

- 141 all-virtual events, 4 cancelled
- 0 venue-based programs scheduled
- 6,254 HCPs participated, 44 HCPs avg. per event
- Program cost: \$256,175
- Cost per HCP: \$40.96

### **Brand C – February-May 2015**

- 36 all-virtual events, 4 cancelled
- 0 venue-based programs scheduled
- 1,291 HCPs participated, 36 HCPs avg. per event
- Program cost: \$73,613
- Cost per HCP: \$57.02

## **CONCLUSION**

The VM speaker programs consistently exceeded performance goals for each Brand in the US Franchise. In particular, the VM speaker programs significantly out-performed goals for two primary metrics: target audience participation and cost per capita.

The success of the VM speaker programs is due to several factors, beginning with the program planning process. MedPoint and the Brand teams worked in close collaboration to devise solid plans incorporating various best practices. The two main considerations underpinning program

plans were, 1. to implement programs that worked well for field sales in terms of ease of use and furthering sales goals; and 2. to execute virtual meetings that were easy for HCPs to join and that delivered a superior experience.

Another factor driving program success is a significant change in the market environment for traditional dinner meetings. Due to the Open Payments program, dinner meetings have become unattractive for all parties, including HCPs, health systems, field sales and biopharm companies. The VM speaker programs provide to be a successful alternative that provides an effective peer-to-peer experience in a format that is much more compatible with new regulatory regimes.

Finally, these programs were successful due to effective execution of program processes and logistics. MedPoint's full-service model includes coordination and support of field sales, seamless processes for registration and logon, highly reliable technology, professional event moderation, and use of multimedia and interaction for a superior participant experience. All these components combined for high rates of satisfaction and repeat participation by HCPs.