

Educating HCP Audience During Drug Launch

The Situation

A Vision2Voice (V2V) client was launching a newly approved women's health drug in the United States. The company needed to reach a large and diverse audience of healthcare professionals (HCPs) including OB/GYNs, primary care physicians, physician assistants, nurses, nurse practitioners, pharmacists, and other specialists within the first 6 months post-approval. They wanted a fast, proven, and reliable way to execute peer-to-peer virtual speaker programs without sacrificing quality along with minimizing travel for their speakers. Furthermore, the client needed to ensure the educational content would resonate with their audience in a meaningful way that would help them make the best treatment decisions for their patients.



The Solution

Vision2Voice executed a series of Virtual SpeakerCast™ (VSC) programs for the brand team. These virtual speaker programs provided a professional, high production value on an advanced platform with custom branding. Each VSC broadcast consisted of a virtual live presentation followed by an interactive peer-to-peer discussion. Virtual speaker programs were hosted at local venues as well as accessed remotely by attendees through a web connection.



The VSC series enabled the client's sales representatives to request a program through our portal and, once approved, V2V handled the virtual speaker program execution – from creating branded invitations, preparing the KOL speakers and representatives, to moderating, producing and closing out each program. V2V also provided live tech support throughout every VSC. Our enhanced management service ensured that the execution of the VSC series ran smoothly and met the client's objectives. The difference is in the details!


The Results

In just 4-1/2 months, V2V executed more than 100 VSC programs for the new brand. More than 1,100 HCPs responded to a survey of the program and retention of the information presented. Based on the data collected, the VSC series proved highly successful in the following ways:


- 99% of respondents believed that their colleagues would benefit from the program
- 98% perceived the speakers to be knowledgeable, clear, and concise presenters
- 97% indicated that the format was effective for receiving educational information
- The vast majority (average of 94%) were able to answer product-specific questions correctly, indicating their retention of knowledge



Successfully executing a series of highly engaging virtual programs requires a partner who understands your objectives. At V2V, the difference is in the details. V2V is an experienced partner to manage all aspects of your VSCs as well as other types of broadcast programs through our VisionCast® services. To learn more, visit www.vision2voice.com or email us at info@vision2voice.com.

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