

BY THE NUMBERS

The Impact of a VISION CAST. NATIONAL BROADCAST

Whether you're launching a novel brand or indication, celebrating a product milestone, or announcing new data, there's no better way to augment the reach of your field sales force than through a national broadcast! One VisionCast® program can significantly increase messaging time to your targeted healthcare providers (HCPs).

Consider the following:

 **40**  **20** 
Field-Recruited Venues HCP Attendees per Venue

800
TOTAL HCPS REACHED

X

60 
MINUTE NATIONAL BROADCAST

48,000 
TOTAL MESSAGING MINUTES PER BROADCAST

This equates to **16,000** three-minute details to your targets

EXPANDED BENEFITS:

- Ability to Leverage P2P Interaction with Top KOLs
- Consistency of Messaging Across All Sales Territories
- Multiple States & Time Zones Simultaneously Reached
- Additional Messaging Minutes During Post-Program Discussions
- Post-Program Follow-Up by the Field to Maximize Program Impact

The DIFFERENCE is in the DETAILS

Let Vision2Voice show you the impact a national broadcast can make on your brand. We'll help you calculate the anticipated ROI based on your goals. Contact us today!