

Solving a Recruitment Challenge

The Situation

Marketing teams often encounter a Catch-22 when it comes to the speaker recruitment process. High-level speakers are hesitant to travel to small venues, which means less interest in the program. One option is to select a local speaker to present at a community-based venue. The downside is that local speakers don't typically have the same impact as their national counterparts in attracting physicians to programs. To overcome this obstacle, we encouraged one of our pharma clients to take an innovative approach. We knew that the company had to overhaul their professional programs if they wanted to achieve their goal: to maximize HCP attendance by presenting high-quality content hosted by national KOLs at top-notch venues.



The Solution

The solution was to help our client launch a series of national studio broadcast programs that delivered disease state education from respected KOLs to local HCPs—all from the convenience of familiar hometown venues across the country.



A team of KOL presenters convened to engage in a high-quality discussion at a central broadcast studio in New York. This session was broadcast live from the studio and fed via satellite across the United States and right into the middle of doctor dinner meetings. Whether the meeting was in Denver, Chicago, or Boston, every venue received the same information transmitted to their respective locations at the same time. Plus, because HCP attendees could ask thought leaders questions through an audience-driven response system, it created a highly engaging and interactive social atmosphere.

To spark a social and emotional response, every detail—from the invitations to the choreographic timing of the salad being served—needed to be considered. The team also developed a name and logo to brand the program so that HCPs felt like they were attending a cutting-edge, highly scientific program that would help them better care for their patients.

The Results

Although the session was broadcast live via national satellite, and the speakers were not in the restaurant with the participants, it didn't matter. HCPs attended because they knew that respected KOLs would be providing must-know information. There was a social buzz prior to the event. This social appeal became a key element to delivering quality education, while the content met all the standards set forth by the company's internal medical, legal, and regulatory groups. The result: nearly 2000 HCPs participated in a dialogue with top thought leaders in the comfort of local venues using the latest technology.



The Difference is in the Details

Contact Vision2Voice to learn more about how we can achieve results for you!

¹Fierce Pharma. Crossing the threshold: more than half of physicians restrict access to sales reps. <https://www.fiercepharma.com/marketing/crossingthreshold-more-than-half-of-physicians-restrict-access-to-sales-reps>. Accessed April 14, 2023.

²Adams B on behalf of Fierce Pharma. The drive to digital in pharma marketing is 'overwhelming' doctors. Solution? Train digitally savvy reps. <https://www.fiercepharma.com/marketing/drive-to-digital-pharma-marketing-overwhelming-doctors-as-industry-must-train-up>. Accessed April 14, 2023.



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