Virtual Speaker Programs Educate Widespread HCP Audience During Drug Launch

The Situation

A 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 HCPs within the first 6 months post-approval

- A fast, proven, and reliable way to execute field-driven peer-to-peer virtual speaker programs without sacrificing quality and minimizing travel for their speakers

- To ensure the educational content would resonate with their audience in a meaningful way

The Solution

Vision2Voice executed a series of Virtual SpeakerCast™ (VSC) programs for the brand team. These virtual cloud-based speaker programs provided a professional, high production format on an advanced platform with custom branding.

- Each VSC broadcast consisted of a virtual live presentation with interactive peer-to-peer discussion

- Sales representatives requested a program through our optimized VSC portal

- V2V handled the program execution – creating branded invitations, preparing the KOL speakers and representatives, moderating, producing, and closing out each program

- V2V's live tech support and Enhanced Management Service ensured that the execution of the VSC series ran smoothly and met the client's objectives

The Results

In 4-1/2 months, V2V executed more than 100 programs. 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:

- 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

- 94% were able to answer product-specific questions correctly, indicating their retention of knowledge

The Difference is in the Details

Contact Vision2Voice to learn more about how we can achieve results with our VisionCast services!

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