

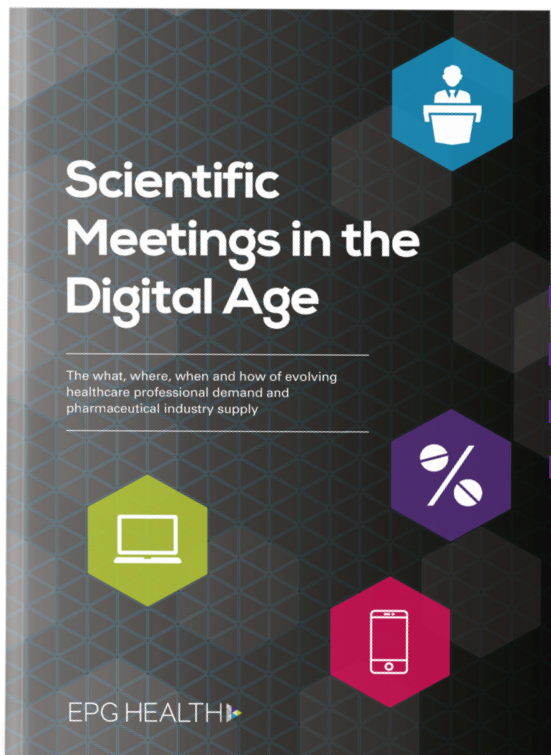
# Scientific meetings in the digital age

**What, where, when, why, how and who?**

**Presented at a MedComms Networking event, 1 November 2017**



# Scientific Meetings in the Digital Age



Conducted  
May 2017

>100  
Questions

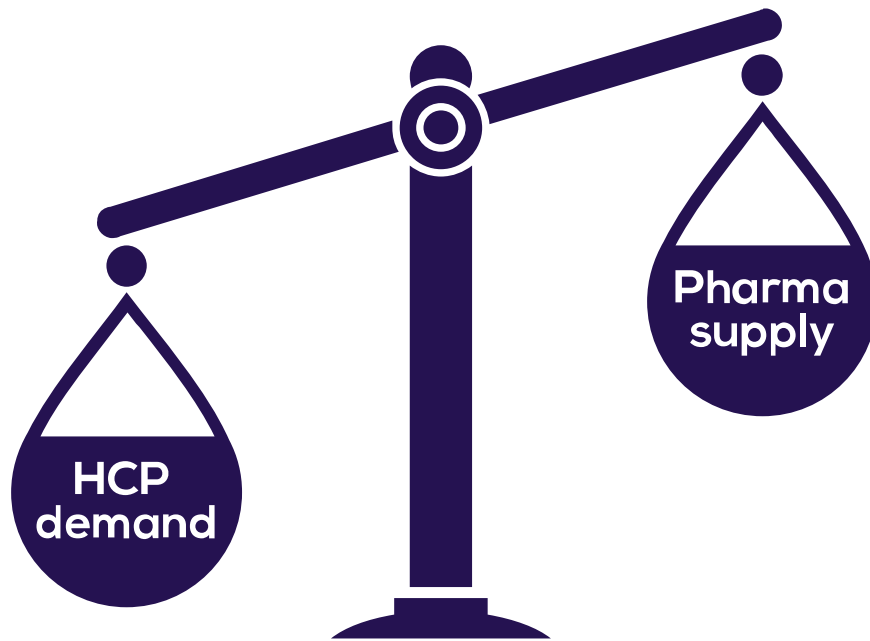
457 responders

Invaluable  
Insights

## The insights:

(HCP, Pharma, Service Providers)

- Value
- Supply and demand
- Format
- Access
- Obstacles
- Collaboration
- Demographics
- Outcomes



What is the demand?

Is there a gap in supply?

What are the challenges?

# HCP Insights



# WHAT? (HCPs want)

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**Over two thirds agree**



Scientific meetings continue to be the most important way for HCPs to gain new information and skills

# WHERE? (Onsite and online)

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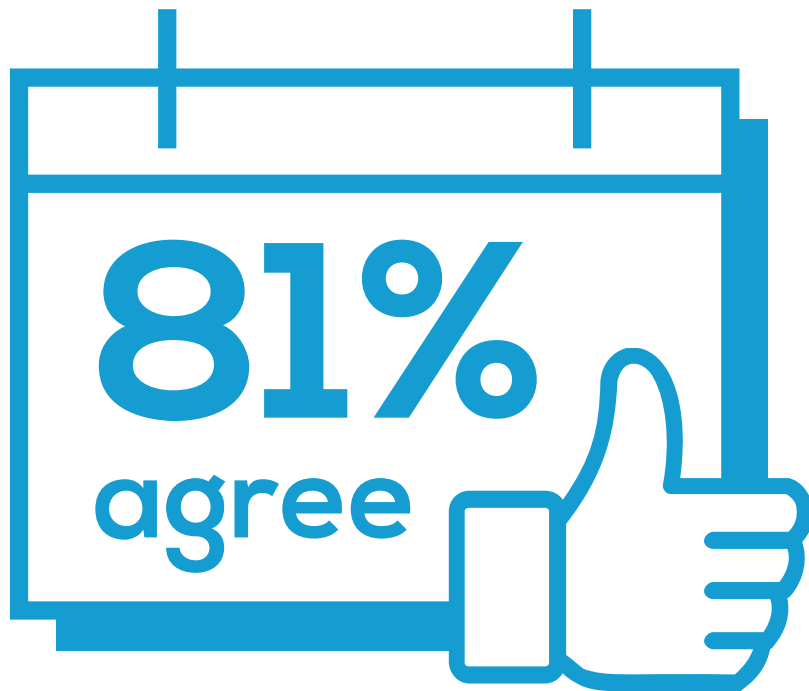
expect their online  
attendance to  
increase in the  
coming 12 months

**CONSIDERATIONS**

- Clear and increasing demand for online event access & content

# WHEN? (Live & on demand)

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HCPs prefer to access conference material throughout the year rather than limited to the duration of the event

## CONSIDERATIONS

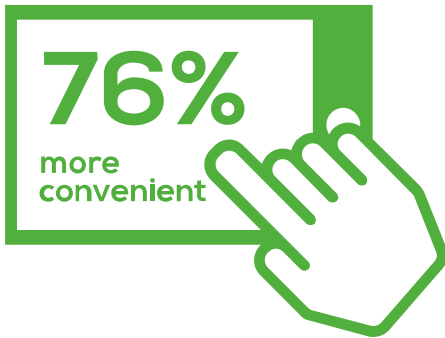
- Are you able to and do you make your content available on demand and online ?
- Do you consider where and how that content is consumed when creating the live events ?





# WHY?

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Allows them to attend a wider range and frequency of meetings



Online access also overcomes the main challenges to onsite attendance

# WHY?

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HCPs agree that access to information and discussion beyond a scientific meeting helps them to apply new medical approaches more quickly

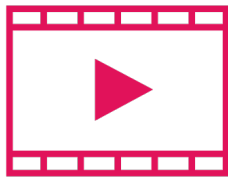
## CONSIDERATIONS

- Enduring content is essential in supporting HCPs clinical practice & adoption of new treatment approaches

# HOW? (Format & features)

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Over half of HCPs attribute high value to:



Videos of opinion leader presentations



Case study discussions



eLearning modules



Conference highlights



Useful links



Expert summaries

## CONSIDERATIONS

- Re-purpose scientific events content and wrap in high value content to increase engagement

# WHO FROM?

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HCPs value **INDEPENDENT** meeting portals supported by pharma



**88%**  
agree

However...



**71%**

invest more in their own portals than independent portals



HCPs report that lack of provision is the **GREATEST OBSTACLE** to accessing meeting content online post-event.

## CONSIDERATIONS

- Do you have the balance between own and 3<sup>rd</sup> party portals right?
- How can you use 3<sup>rd</sup> party portals effectively to help build your own audience?

# Pharma Insights



# OBSTACLES

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**88%**

want to support more online access for meetings



BARRIERS



**>50%**

report lack of confidence in the benefits, lack of budget and internal reluctance to change



**<1/3**

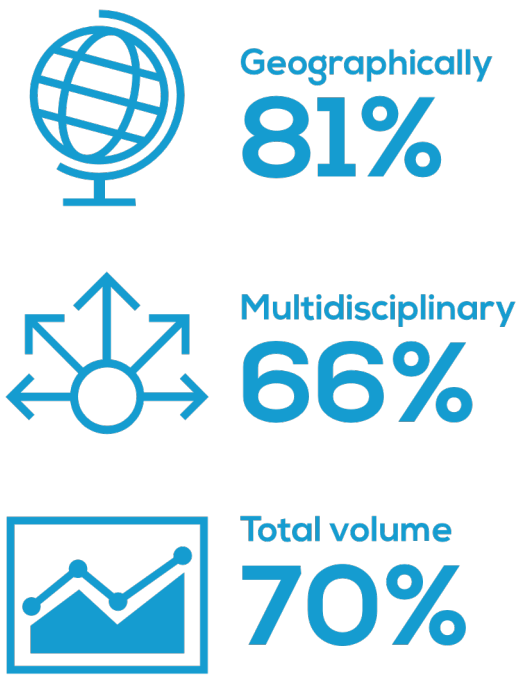
currently have high focus on dissemination of information beyond the onsite event

## CONSIDERATIONS

- How & who can help you overcome these obstacles?

# BENEFITS

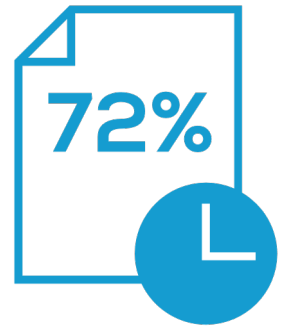
Reach a larger and broader audience:



Save cost/resource



Increase the lifespan of conference content



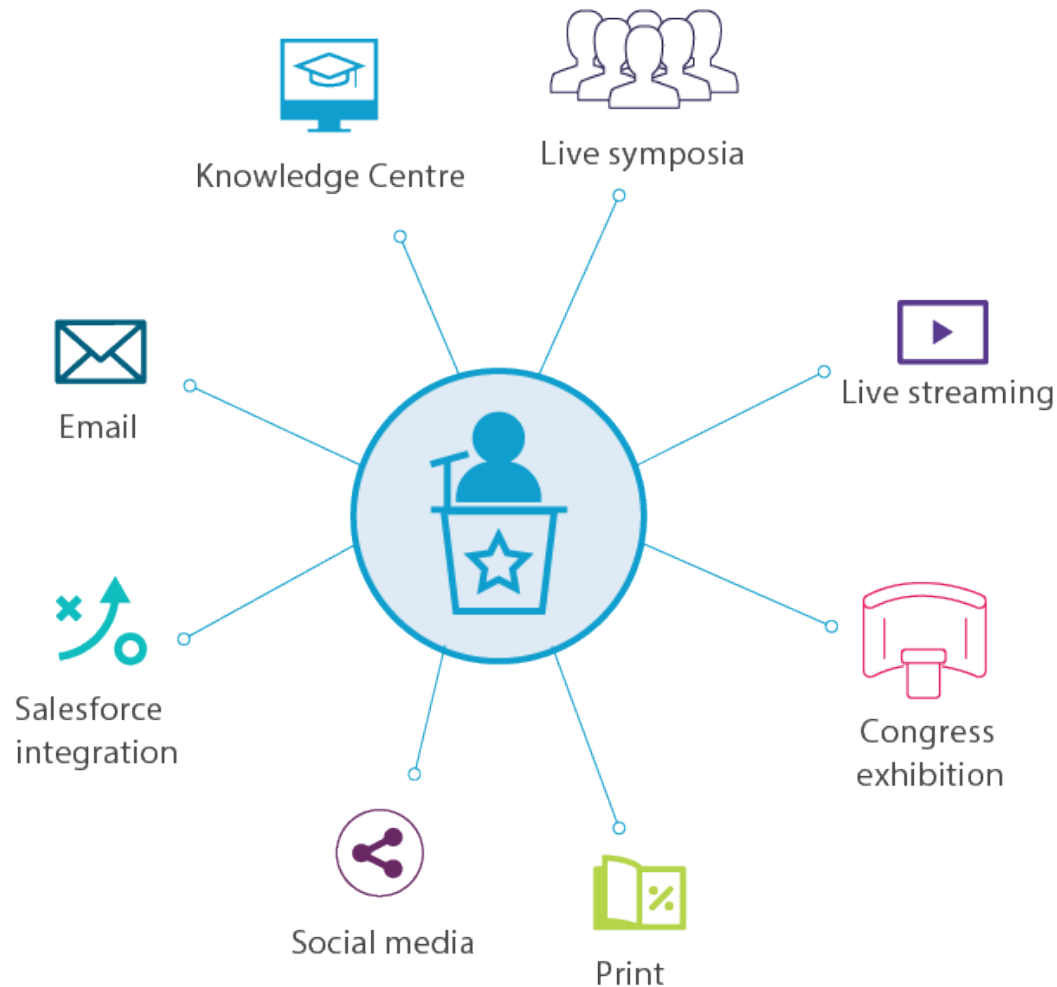
An effective alternative to onsite meetings



Finally...







Compelling evidence to support change

Multi / Omni Channel approach required

Not 'whether' but 'how'

Make 'getting started' simple

For more detail on **what, where, when, why & how ...**

Download **free copy** of the 80 page report  
[bit.ly/ScientificMeetingsReport](http://bit.ly/ScientificMeetingsReport)

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Contact me to arrange a demo -  
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