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)

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)

CONSIDERATIONS
- Clear and increasing demand for online event access & content

89% want to access meetings online

57% always or usually investigate virtual/online access to meetings

Half expect their online attendance to increase in the coming 12 months
WHEN? (Live & on demand)

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?

Online access also overcomes the main challenges to onsite attendance:

- 76% more convenient
- 73% Time saving
- 71% Money saving
- 56% Allows them to attend a wider range and frequency of meetings
WHY?

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.
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?

HCPs value INDEPENDENT meeting portals supported by pharma

88% agree

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.

However…

CONSIDERATIONS

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

88% want to support more online access for meetings

<1/3 currently have high focus on dissemination of information beyond the onsite event

>50% report lack of confidence in the benefits, lack of budget and internal reluctance to change

CONSIDERATIONS
- How & who can help you overcome these obstacles?
**BENEFITS**

Reach a larger and broader audience:
- Geographically: 81%
- Multidisciplinary: 66%
- Total volume: 70%

Save cost/resource: 79%

Increase the lifespan of conference content: 72%

An effective alternative to onsite meetings: 75%
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

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bit.ly/ScientificMeetingsCaseStudy

Contact me to arrange a demo -
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