



InComm Case Studies

Advantages Using InComm Conferencing Technology to Enhance the Physician Learning Experience, Resolve Time and Distance Conflicts, Reduce Cost and Increase ROI

Case Study No. 1

The Conversion of Live, In-Person Meetings to Virtual Internet Meetings

A major pharmaceutical company was providing a series of educational in-person meetings and symposia in various cities nationwide, to promote brand awareness. The average attendance at these meetings was 50 to 60 physicians. In 2007 they offered physicians, one and occasionally two meetings each month. They were quite successful and the brand flourished. In 2008 the number of meetings was drastically reduced because of budget restrictions and, instead of 15 to 20 meetings per year, only 5 meetings could be accommodated within the budget provided. Consequently, the brand suffered because of the reduced exposure and the lack of physician interaction. InComm Conferencing was then contacted to convert these in-person meetings to Virtual Meetings over the Internet. The client has now increased brand exposure again and is able to host frequent and consistent physician interaction on the brand, well within the budget limitations imposed.

Cost Comparison:

Live, In-Person Meetings:

Each live, in-person meeting cost the client approximately **\$40,000**. This included venue costs, speaker / KOL fees, speaker and meeting planner travel and hotel costs, physician audience recruitment and registration etc. Each meeting lasted about 90 to 120 minutes.

Virtual Meetings via Web Conferencing:

The cost of a Virtual Meeting of the same duration via Web Conference for 60 physicians, including audience interaction with polling, survey / evaluations, Q&A etc., and including the KOL / speaker fees and audience recruitment costs, is approximately **\$8,250**. This is about **80% less** than the in-person meeting. We are now producing 12 Virtual Meetings for the client each Quarter for the same cost previously spent on three live, in-person meetings.

Effectiveness

With Virtual Meetings we reach a far wider audience of physicians, without geographic restrictions, and the brand message and learning experience is received equally as well as with the live, in-person meetings.



Case Study No. 2

KOL / Speaker Time and Distance Conflict

A live, in-person forum is scheduled in Washington, D.C. with high-level executives and directors of healthcare institutions and facilities. It is a daylong meeting but the KOL speaker who has been invited to give the opening keynote presentation, resides in Oregon. He is a Cardiologist and a politician, which makes him uniquely qualified to present at this particular forum. Unfortunately, distance and time conflicts will preclude him from accepting this speaking engagement.

The InComm Conferencing Solution

We used our Video Conferencing technology to bring the KOL speaker to the meeting room in Washington, D.C. InComm provided a videoconference room, with full technical support, close to the speaker's location. We worked with the audio/visual staff at the meeting location to set up large screens for both the speaker visual and the Power Point slide presentation. We provided two-way video conferencing, so that not only could the audience in the meeting room see and hear the speaker, but also the speaker was able to see the meeting room and the individuals asking him questions.

Cost Comparison

Estimating the cost of bringing this prestigious speaker to the meeting in Washington, D.C., if it had been possible, we make the following assumptions: First Class air travel = \$2,500; one night hotel room, meals and general expenses = \$700; two days of the speaker's time = \$4,800. **Estimated total = \$8,000.**

InComm's Video Conference solution: Video conference room rental (Oregon), cost of the video conference, audio backup lines, digital recording, DVD master copy, and ISDN connectivity at the meeting location – approximately \$4,000; two hours of the speaker's time = \$600. **Estimated total = \$4,600.**

Effectiveness

Most importantly, the speaker was able to participate in the meeting. The speaker's visual was received perfectly in the meeting room in Washington and we had a very active Q&A segment with two-way video. We video recorded the speaker and the meeting activity for future use in a virtual web event and achieved significant cost effectiveness with the entire experience.