



Why the Healthcare Professional Now Prefers Virtual Meetings to In-Person Meetings

INCOMM CONFERENCING offers three types of virtual meetings – audio conferences, web conferences, and webcasts to provide healthcare professionals with the information and education they require. There are several compelling reasons why we have found that physicians, clinicians, NP's, PA's and other healthcare professionals prefer virtual meetings to in-person meetings. Primary among these of course, are **time, convenience and cost savings**.

Virtual meetings respect the **professionals' time**. They can participate in a 60 or 90-minute presentation/learning experience over the telephone or on the web and still preserve the rest of their day or evening to fulfill their other responsibilities. They do not lose valuable time traveling to the meeting venue, and they have the **convenience** of not leaving their office. All they need is a telephone and an Internet connection to attend a virtual meeting with the added benefit that there is little interruption of their normal daily schedule. And by avoiding expensive travel, significant **cost savings** are realized – a priority in the healthcare industry today. Therefore, professionals are far more likely to agree to participate in educational programs delivered in the virtual meeting format.

Since InComm provides audience generation services for both types of meetings, we have empirical data on **attendance at in-person meetings compared with virtual meetings**. We experience far lower cancellation and "no-show" rates from registered attendees for teleconferences and web events than we do for in-person meetings. For example, virtual meetings may experience a 10% - 20% "no show" factor, while for in-person meetings, this is typically 20% - 50%, or greater.

Another important reason is **the availability of physicians, faculty or expert speakers**. Subject Matter Experts (SMEs) or Key Opinion Leaders (KOLs) are typically high placed healthcare professionals and they are far more likely to be able to schedule participation in a virtual meeting than attend an in-person meeting. Moreover, the travel time and expense required may preclude their attendance. Pre-recording a presentation for playback into a series of scheduled virtual meetings can further reduce time commitments for these speakers.

Is the **quality of the content** delivered in a virtual meeting comparable with an in-person meeting? The audio quality on a teleconference should be as good or possibly better than in-person, particularly if you are one of the persons sitting at the back of the room. The technology that InComm has available on the web to display PowerPoint slides, photographs, charts and video clips, enables the visual quality of a virtual meeting to equal that of an in-person meeting. Further, all InComm virtual meetings offer audience participation capabilities such as Q&A, polling, attendance verification, text chat and the ability to fully record the entire event for on-demand replay or archiving.

Finally, the **overall costs** of holding in-person meetings versus virtual meetings are higher in every case. Our clients report that the cost reductions realized from virtual meetings can be as great as 60% - 80% of the costs to hold in-person meetings, and the brand message and learning experiences delivered are just as effective.

Healthcare professionals are quickly realizing that virtual meetings are more cost efficient than in-person meetings and equally enriching.

For a consultation or information regarding InComm's virtual meetings and events, contact your InComm Account Executive. 877-804-2062 / 201-612-9696