HealthSTAR Communications

Virtual is more personal

International healthcare marketer shifts paradigm on peer-to-peer interactions to deliver higher quality events, access to experts, and a return on investment using Adobe Connect

HealthSTAR Communications, an international network of a dozen healthcare marketing and communications companies, offers a comprehensive scope of solutions to help pharmaceutical and biotechnology companies disseminate information to medical professionals around the globe. Using Adobe Connect as its virtual communication and collaboration platform, HealthSTAR has helped over 100 pharmaceutical and healthcare manufacturers market more than 250 brands.

As medical professionals face an ever-increasing influx of clinical and product data, tighter regulations, and greater administrative responsibilities, they need fast, convenient ways to stay informed about the products that best serve their patients. Pharmaceutical companies, on the other hand, must equip sales and marketing teams with cost-effective, virtual ways to enhance and shorten the sales cycle—maximizing the effectiveness of field engagements between reps and physicians, educating doctors on a global level, and facilitating collaboration among practitioners on the fly, on any platform.

At HealthSTAR, standardizing on Adobe Connect has transformed the way the firm serves its pharmaceutical clients in the areas of sales, training, peer-to-peer collaboration, and web conferencing. Adobe Connect also serves as an internal training and communication tool among the member companies of the HealthSTAR network.

When looking for a web conferencing solution, HealthSTAR needed a platform that would integrate with its multiple virtual private networks (VPNs) and its Cisco network topology; work seamlessly across browsers and mobile platforms; and enable the firm to easily create and reliably deliver engaging, interactive educational content on behalf of its clients. HealthSTAR wanted a scalable, onsite server structure that could build out to multiple locations, while meeting stringent privacy and security regulations related to the medical and pharmaceutical communities. The firm also wanted the ability to easily implement custom pods and portals within the Adobe Connect framework to make engagements easy and informative.

HealthSTAR evaluated the competitive list of web conferencing solutions. However, according to Chris Sweeney, Chief Executive Officer, at HealthSTAR, none of those products could touch the breadth of functionality, reliability, flexibility, or ease of use that Adobe Connect does. “Adobe Connect gives us the ability to attract and retain more business because we provide compelling, cost-effective marketing strategies that shorten product sales cycles for our clients and engage medical professionals where and when they want,” says Sweeney.

Uniting professionals from everywhere

When calling on doctors, pharmaceutical reps deliver interactive presentations on the fly with HealthSTAR V-Connect— the firm’s custom-built iPad app for the management of virtual events. For example, if a rep is meeting with a cardiologist who requires additional information, the rep can choose from a list of video presentations pre-recorded by other specialists, pharmacologists, or medical science liaisons. When deeper discussions are needed, with one touch the doctor can also log in to an Adobe Connect meeting to engage in direct, real-time collaboration with key opinion leaders, on the fly, facilitated by VoIP and video protocols inside Adobe Connect—all from an iPad.

HealthSTAR Communications

Mahwah, New Jersey

www.healthstarcom.com

Results

- Enabled worldwide communication and collaboration across platforms and devices
- Enabled physicians to launch and drive collaboration directly from mobile devices, such as the iPad
- Reduced the cost of meetings by 65%
- Leveraged powerful analytics to determine product sales trends
- Improved learning through compelling, dynamic, real-time interaction
- Attracted and retained more clients

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Chris Sweeney, Chief Executive Officer, HealthSTAR
“Adobe Connect Mobile gives our clients unprecedented opportunities to get their message out. The flexibility of Adobe Connect on the iPad enhances and tailors virtual engagements, helping to eliminate barriers to communication.”

Chris Sweeney, Chief Executive Officer, HealthSTAR

By transforming the on-site model to a virtual meeting, global participation across devices and platforms is the order of the day, making attendance as simple as registering online and logging in—at a fraction of the cost and with better results for the pharmaceutical company. Adobe Connect enables any number of webcam streams, so that more than one speaker is onscreen at the same time, making the virtual session more productive and interactive than an on-site meeting.

Using the analytics functionality in Adobe Connect and mapping it to sales data, HealthSTAR can demonstrate ROI to its clients, proving how web conferencing increases product adoption and influences sales trends.

Enabling global outreach
Looking ahead, HealthSTAR is planning to use Adobe Connect to bring eLearning and web conferencing capabilities to more clients in Europe and the Asia Pacific region. Hosting the environment on the company’s own architecture allows HealthSTAR to control and allocate resources for additional capacity, memory, and bandwidth as operations grow. Also on the firm’s roadmap is development of custom pods in Adobe Connect that will deliver multilingual translations in real time.

At any given time, up to a thousand users are engaged with HealthSTAR’s Adobe Connect implementation. From industry leaders to sales trainees to scientists, HealthSTAR offers its clients the strategic asset of enabling people to connect globally across platforms and mobile devices. At a low cost of ownership, the firm is committed to best practices that provide marketing and communication services across distributed pharmaceutical and biotechnology teams at superior levels.

For more information
www.adobe.com/products/adobecconnect