MedPoint Communications, Inc.

Leading services firm reduces marketing costs an average of 80% for pharmaceutical clients with Adobe® Connect™ software

Lower budgets, higher demands
Trends in medical marketing have placed greater demands on pharmaceutical companies. In particular, budgets and access to physicians have decreased, while regulations and competitive pressures have increased. Yet with the potential for approved drugs to earn upwards of a million dollars a day, there is tremendous pressure to infuse new products into the sales pipeline and recoup drug research and development costs. At the same time, companies must comply with regulations or risk penalties.

"The moment an FDA-approved compound becomes a patented brand, pharmaceutical companies need to get the drug out to market and promote it in a way that complies with medical marketing regulations," says Brian McFadden, vice president and general manager of virtual media at MedPoint Communications, a world leader in providing marketing services to the biopharmaceutical and global healthcare industries.

Extended expenses and time commitments
To help pharmaceutical companies educate medical professionals about new drug treatments, MedPoint works with clients on several outreach activities, including a Speakers Program to educate physicians about new drug treatments. As part of the program, several hundred physicians typically are trained on new pharmaceuticals, and they then present the information to medical peers in their regions. Once clinicians are briefed on the drug, pharmaceutical representatives can meet one-on-one with them to provide additional education and information.

In the past, this process required large travel budgets, costly operational expenses, and extensive use of paper-based training materials. It also involved a substantial commitment from physicians who needed to spend valuable time away from their practices. To address the problem, MedPoint sought out a reliable web conferencing solution to give participants easy, secure access to meetings and rich presentations filled with real-time video, images, and audio.

Engaging, cost-effective communications
After evaluating web conferencing solutions, MedPoint adopted Adobe Connect for its rich features and ease of use across dispersed participants. Instead of hosting face-to-face training meetings that require substantial travel, MedPoint now conducts virtual meetings on behalf of clients using Adobe Connect. The Adobe solution is used across the board as part of its Speakers Program to educate physicians, "Lunch and Learn" sessions, and ongoing sales meetings between physicians and sales reps. The company also uses the Adobe solution to streamline client marketing programs.

Says McFadden, "We can quickly pull together and present engaging presentations with detailed slides, molecular animations, videos of expert physicians, and live discussions. It’s more engaging and effective than a teleconference. Using the polling functionality within Adobe Connect, we can gauge the effectiveness of the training."

Adobe Connect has replaced in-person speaker-training events for hundreds of physicians hosted at expensive venues. It has also reduced costly dinner meetings, cut travel and entertainment costs for clients by an average of 80%, and reduced the cost of printing hard-copy materials by 100%.

Through the Speakers Program initiatives supported by Adobe Connect, new pharmaceutical information is disseminated to physicians across the country more quickly, requiring significantly less travel than with previous presentation techniques. The rich presentations delivered via Adobe Connect have also enabled sales reps to add more value and build stronger relationships with physicians.
MedPoint uses Adobe Connect to conduct online training meetings to educate physicians about new drug treatments. Through the Speakers Program, new pharmaceutical information is disseminated to physicians across the country more quickly, significantly reducing the need to travel. MedPoint also can log training usage to track which physicians were trained properly on new drug education.

“With Adobe Connect, we’re helping our clients drive down the cost of healthcare marketing. We can provide an unprecedented level of information and education using an innovative approach that eliminates expensive and time-intensive travel.”

Brian McFadden
Vice president and general manager of virtual media, MedPoint Communications, Inc.

“Reps can now bring a medically relevant presentation into a clinician’s office, with a top expert relaying the latest medical news and information,” says McFadden. “It helps advance medicine and build more meaningful relationships between the pharmaceutical company’s representatives and physicians.”

Reliable access to meetings
With thousands of participants from across the United States attending the seminars and other meetings, MedPoint clients benefit from the fact that Adobe Connect does not require software downloads. Reliable access is especially crucial because many medical clinics have modest computers and network infrastructures.

“Adobe Connect ensures that authorized participants have reliable, free, and easy access to sessions,” says McFadden. “We never receive complaints from participants, because they can attend the Adobe Connect sessions using free Adobe Flash® Player software that is already on more than 98% of desktops worldwide.”

Control and compliance
A major advantage of Adobe Connect is that it helps maintain compliance, a necessity in the pharmaceutical industry. Companies must ensure that all presentations are based on FDA-approved materials with substantiated claims about the drug. Because MedPoint now hosts presentations online using Adobe Connect, full control can be attained over the presentation content. MedPoint also can log training usage and track attendance in order to keep records indicating which physicians were trained properly on new drug education.

With Adobe Connect, MedPoint provides secure information and training to authorized participants, safeguarding sensitive content and participant feedback. In one instance, a pharmaceutical company asked MedPoint to help locate a partner to co-promote a new drug. Using Adobe Connect, MedPoint hosted a single, secure online web conference to present the pharmaceutical information to potential partners, and solicit individual feedback offline, without divulging the identities of the participants in the meeting room. McFadden notes that maintaining this type of anonymity would have been impossible in a teleconference; previously, it would have necessitated multiple, expensive in-person meetings.

“The future of medical marketing, Adobe Connect plays an important role.”

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