

HealthSTAR Communications

## Virtual is more personal



HealthSTAR Communications

Mahwah, New Jersey

[www.healthstarcom.com](http://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

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 topography; 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.

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Chris Sweeney, Chief Executive Officer, HealthSTAR

#### Challenge

- Provide competitive advantage in web-based professional marketing and communication services to the pharmaceutical industry
- Attract and retain greater international client base through international reach

#### Solution

Implement scalable, cost-effective, customizable web conferencing solution standardized on the Adobe Connect platform to tailor real-time communication and collaboration to the medical community across platforms and devices

#### Systems at a glance

Adobe Connect  
Adobe Connect Mobile  
Adobe After Effects  
Adobe Captivate  
Adobe Flash Professional  
Adobe Photoshop

"Adobe Connect Mobile gives our clients unprecedented opportunities to get their message out," says Sweeney. "The flexibility of Adobe Connect on the iPad enhances and tailors virtual engagements, helping to eliminate barriers to communication. Several of our participating physicians have commented that if they can't do it on their iPad, they don't want to do it."

HealthSTAR also uses Adobe Connect to train its clients' sales and marketing teams on new products, regulatory updates, and other time-sensitive issues. A typical product launch, for example, includes dynamic slide presentations with images edited in Adobe Photoshop<sup>®</sup>, and animated molecular simulations created in Adobe Captivate<sup>®</sup>, Flash<sup>®</sup> Professional, and After Effects<sup>®</sup>—that together provide an immersive, multimedia engagement.

During any session, participants, which often number into the hundreds, are joined by key opinion leaders on camera for real-time discussion. Event management capabilities with Adobe Connect facilitate registration and attendance records, and quizzing and polling features help ensure employee compliance and maximize knowledge retention.

#### Cost-efficient, compelling virtual gatherings

HealthSTAR clients are realizing substantial cost savings using Adobe Connect for virtual meetings and webinars of all sizes. For instance, one client that regularly brought together small groups of guests and speakers at a hotel or restaurant for a roundtable information session would typically spend thousands of dollars in food, beverage, and travel. Presentations were constrained to standard PowerPoint slides and a speaker at a podium.

Now, the client can engage audiences from all over the world to gather virtually using Adobe Connect from the comfort of their office or home desktop or mobile device, at a 65% cost reduction. Additionally, the Adobe Connect session includes live hosting, animation, simulations, and real-time question-and-answer sessions with knowledge experts, giving doctors a better understanding of the product through a much more convenient delivery mechanism.

Physicians also rely on HealthSTAR for product-related web conferences, which are typically conducted as large seminars or week-long events. In the past, pre-event planning, registration, and execution of on-site hotel conferences was time-consuming and expensive—from venue logistics, registration, travel arrangements, entertainment, on-site staffing, and audio visual equipment expenses. Presenters, participants, and staff would have to fly in, incur hotel costs, and take time out of the office. The cost of producing a destination conference could run close to \$100,000.



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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/adobeconnect](http://www.adobe.com/products/adobeconnect)



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