



The Future of Speakers Bureau

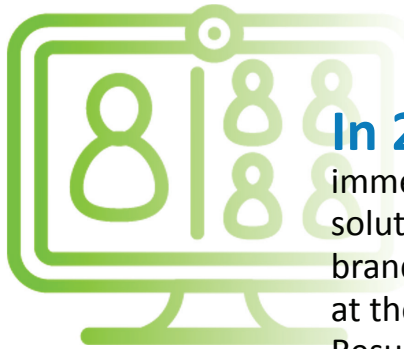
How Do We Evolve From Here?



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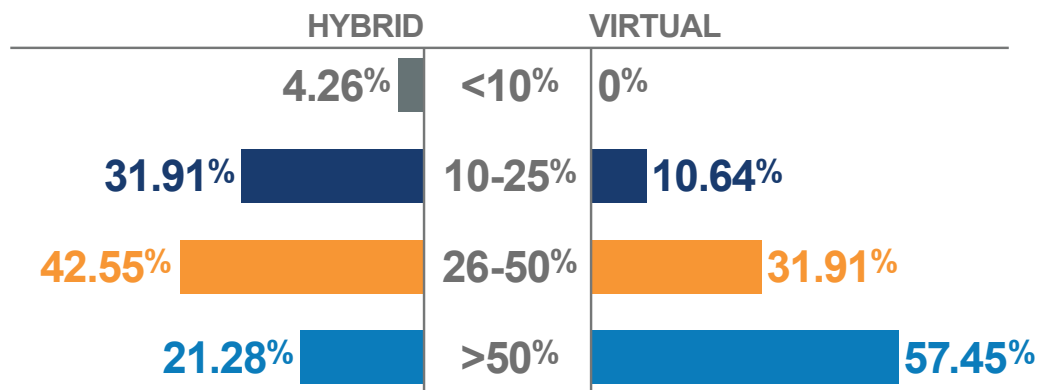


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In 2020, the pivot to virtual speaker programs was swift and immediate. Many companies evaluated and implemented virtual solutions to train speakers and deliver virtual events for launch brands, expanded indications, and promotion. The fundamental idea at the start of the pandemic was that this was a short-term solution. Results from a 2021 Informa Connect survey administered to pharmaceutical industry professionals responsible for managing Speakers Bureau suggest otherwise. According to the survey, it is anticipated that more than 50% of Speakers Bureau programs will be virtual and up to 50% will be hybrid post pandemic.

Post pandemic, what percentage of your events will be hybrid? Virtual?



These survey results align with a 2020 Accenture survey of 720 HCPs across primary care, oncology, cardiology, and immunology wherein **87%** said they want either all virtual or a mix of virtual and in-person meetings after the pandemic ends. Now that we have had a collective year of virtual Speakers Bureau experiences, what have we learned?

Overtaxed internet bandwidth was mistaken for platform instability

During the pandemic, as Speakers Bureau transitioned to field-driven, virtual events, the rest of the world also transitioned to all virtual engagement. The internet bandwidth was tested. We were faced with an overtaxed infrastructure that presented with video and sound dropping or coming in and out, participants disappearing or dropping off, log-in challenges, sound quality issues—echoes, lags, and hisses, among others.



Many blamed platform stability. While in some cases, platforms may have been the root cause, in the majority of cases, internet bandwidth was the problem.

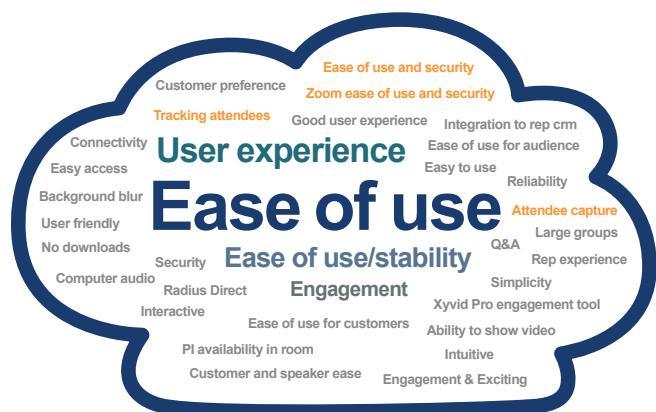
Applying this understanding to Speakers Bureau creates a whole new set of operational processes and procedures. Conducting a technical assessment in advance of the program with the speaker, the representative, and if possible, the office(s) where HCPs will be participating. Communicating to the speaker the importance of conducting the program where the technical assessment occurred. When connectivity issues are encountered, communicating to the speaker, representative, and remote participants (those participating outside of the clinical practice setting) what the impact is of competing streaming use at the location. In many cases, these can be corrected with virtual program SOPs.

Ease of use or a cohesive planning and virtual delivery solution is needed

When pivoting to virtual speaker programs, Zoom emerged as the go-to platform for many biopharmaceutical companies. Zoom is a cloud-based Unified Collaboration Communications (UCC) platform, which means the Zoom video communications app delivers video and audio conferencing, webinars, live chats, screen sharing, and other collaborative capabilities across mobile, desktop, and room systems.

While Zoom is simple and easy to use, **Zoom was not built for the regulatory and compliance rigor required by the pharmaceutical industry.** When asked what the most important feature is of platform of choice, the Informa Connect survey illuminates gaps and challenges that will continue to emerge with Zoom and redefine “ease of use.”

What is the most important feature of your platform of choice?



Security

Preventing unintended audience participants in a Speakers Bureau event is a critically important compliance requirement. The security gap was exposed early in the transition to virtual. Workarounds to manage this gap ranged from a monitor who manually allows each participant in the meeting room to manual screenshots of all participants validated against a customer target list.

Attendee Capture and Tracking

Two critical compliance requirements must be considered when food or a transfer of value (TOV) is provided to participants. The first is to obtain proof of participation and receipt of the TOV. The second is monitoring the number of times an individual HCP has attended an event with a TOV against the participation limit set forth by compliance policy to prevent further participation. Compounding the participation requirement are business rules that permit unlimited participation when there is no TOV. Since Zoom was not designed specifically for the pharmaceutical industry, attendee capture and tracking is a significant limitation. In fact, the Informa Connect survey showed that 64% of industry respondents require someone from within the HCP practice manages sign-in and provides the sign-in sheet back to the representative. The survey results further illustrate other measures that are being adopted to track attendance, all being manual solutions.

How are you capturing TOV for virtual meals?

Rep is responsible for capturing attendees on camera

8%

Office is responsible for sending in roster

64%

Rely on attendee list on virtual meeting platform

28%

Ability to Show Video

Abbreviated content for virtual programs was a standard pre-COVID. The shift in thinking, however, is the need for continuous engagement with customers in a virtual and hybrid world. This means more content and engaging content—content that fosters dialogue and collaboration. A shift in the type of content used at speaker programs creates a need for a platform that can seamlessly deliver content with embedded video or provide a means to ensure compliant case-based discussions or situational learning. This illustrates another limitation of Zoom and other platforms such as Adobe® Connect™ highlighted in the Informa Connect survey: technology and virtual presentation barriers.

What do you feel is the greatest challenge related to HCP Speakers with the pivot to virtual?

Willingness to participate

14%

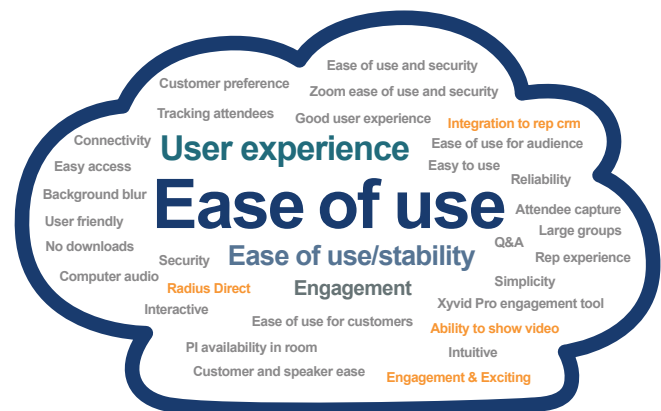
Technology barriers

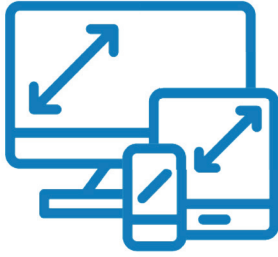
33%

Virtual presentation barriers

52%

What is the most important feature of your platform of choice?





Redefining Ease of Use

At the start of the pandemic, a simple and reliable virtual platform was needed for representatives and speakers alike. As the transition to virtual continues and virtual becomes a mainstay for Speakers Bureau, a critical need emerges—a cohesive planning and virtual delivery solution. As we evaluate experiences, we see a mix of manual and automated processes for virtual, bolt-on technologies to capture registration and sign-in, downloads, barriers to accessing content, barriers to delivering content, and barriers to engagement.

Ease of use, therefore, must be redefined as a single technology platform that can meet the comprehensive needs of traditional, virtual, and hybrid Speakers Bureau programs while monitoring and tracking compliance requirements. A solution making it easy for reps to plan and deliver virtual programs from within the platform. A solution making it easy for speakers to access and deliver multiple types of content from within the platform. A solution that is integrated with the customer master and enables customers to pre-register *and* sign in remotely. A solution that accounts for walk-ins and can capture attendees in a group virtual setting.

eNOVA has the solution



Radius Direct® is the first and only Medical Communications Unified Collaboration Communications (UCC) platform. Like Zoom, Radius Direct is a cloud-based video communications app that delivers video and audio conferencing, webinars, live Q&A, text Q&A, built-in screen sharing, and other collaborative capabilities. Like Zoom, Radius Direct can be used across mobile, desktop, and room systems. ***Unlike Zoom, Radius Direct is a comprehensive planning, engagement, management, and analytics platform designed specifically for the regulatory and compliance rigor of the biopharmaceutical industry.***

The evolution of Speakers Bureau requires a platform with a planning infrastructure that can support traditional, virtual, and hybrid engagements—engagements that combine virtual and in-person events. Hybrid programs introduce complexity while delivering efficiency. The question, however, is can another UCC platform like Zoom, layered behind an existing Speakers Bureau platform, meet the growing demands for cohesive planning and virtual delivery? Importantly, can a platform layered on top of Zoom seamlessly deliver multiple types of content? Can a platform layered on top of Zoom help to navigate compliance risk while maximizing impact?

Radius Direct® can

Unlike Zoom or Microsoft Teams (other UCC platforms familiar to most) and other platforms, Radius Direct is built for Speakers Bureau. Radius Direct is agile and can be configured to meet the myriad business rules and compliance requirements for each engagement type across traditional, virtual, and hybrid speaker programs.

What is the significance of a Medical Communications UCC platform like Radius Direct? In addition to Speakers Bureau, Radius Direct can be configured for Speaker Training, National Web casts, Live-stream programs from a venue, and beyond. Radius Direct can deliver traditional and embedded video content seamlessly. Radius Direct fosters engagement. Radius Direct can capture live and remote attendees in single and group settings. Radius Direct can deliver proactive monitoring of compliance requirements and reports.

**The time is now to
discover the power of
the first and only
Medical Communications
UCC platform**



Sources

1. Post-Conference Reports: Benchmarking Data and Live-Polling Results. Informa Connect Annual Speaker Programs Virtual Summit; February 23-25, 2021.
2. Accenture Healthcare Provider Survey, May 2020.

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DISCOVER THE POWER OF RADIUS DIRECT®



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