

OFFER ON-DEMAND VIRTUAL EVENT ASSETS TO REACH HCPS ON THEIR SCHEDULE

On-Demand Virtual Events

Virtual events within life sciences have proven to be a channel worth investing in. However, reaching all your desired targets requires flexibility to allow all HCPs to participate – in fact, in a survey of 500 HCPs, **65% say that virtual event times usually don't work for them.**

The Solution

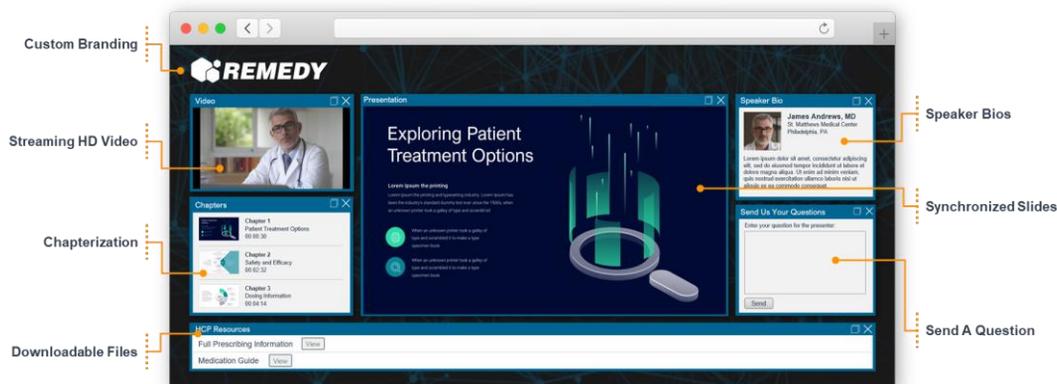
Allow customers to engage on their own terms by transforming virtual events into enduring on-demand content experiences.

On-Demand Virtual Event

After producing over 40,000 virtual events, MNG Health understands the intense attention to detail and ultra-reliable technical infrastructure required to deliver seamless programs. Our on-demand offering delivers a fully immersive, interactive experience that models a live virtual program – with the added benefits of 24/7 access and chapterized content. In addition, attendees can send questions via email and download all materials. Best practices call for maintaining an on-demand location for all recent virtual event recordings, materials, and speaker commentary. Leveraging your on-demand destination as an always-on, additional support channel.

In a recent survey of HCPs in our network:

70% shared that pharma-sponsored virtual events **“changed their prescribing behavior.”**



No App Downloads



Ask Questions



Download Resources



Contact Us

Contact MNG Health today for a complimentary assessment of your virtual events needs at (888) 450-9140 or by email at info@mnghealth.com.

THE MNG ECOSYSTEM ADVANTAGE

Harness the power of connected channels and tactics

MNG Health leverages its connected ecosystem and proprietary data insights to efficiently deliver technology-enabled marketing solutions for life sciences brands and enterprises. Proprietary technology enables dynamic deployment of omnichannel offerings resulting in personalized HCP and patient experiences. From national virtual broadcasts, virtual advisory boards, sales rep-triggered communications, and non-personal promotion, MNG Health delivers connected journeys for HCPs and patients.

Deliver Integrated Event Experiences

The execution of successful virtual events demands a fully integrated and automated customer experience – before, during, and after each event. This aligns clear, consistent messaging and expert virtual production across MNG Health’s connected channels to fuel personalized HCP journeys, ultimately resulting in meaningful engagement and better-informed treatment decisions.

PROMOTION

Deploy multichannel messaging to targeted audiences leveraging our reach to **2.2M in-network HCPs**. “Formless” one-click registration make it easy for targets to register – then automated pre-event reminders and surveys increase interest and future attendance.

EVENT PRODUCTION

Device-agnostic solution with seamless, one-click access to engaging, interactive, and data-rich virtual events, complete with HCP-level engagement tracking.

PULL-THROUGH

Automate post-event messaging to reinforce brand messaging. Use data, surveys, and other engagement touchpoints to personalize pull-through messaging that resonates with each recipient.

ALWAYS ON

Transform virtual events into enduring content experiences and encourage ongoing engagement. Provide on-demand multimedia content, resources, and the ability to compliantly submit questions 24/7.



TRUSTED FOR

Technology-enabled engagement solutions powered by our connected ecosystem and advanced data insights

- ✔ **Multichannel Campaigns**
Deliver strategic brand content across key channels
- ✔ **Live and On-Demand Virtual Events**
Extend reach and impact through virtual offerings
- ✔ **Sales Representative Enablement**
Empower reps to deliver multichannel communications
- ✔ **Opinion Leader and Speaker Advocacy**
Maximize KOL influence within immersive journeys
- ✔ **Patient Engagement**
Educate patients via connected solutions



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