

DIRECTLY AFFECT PRESCRIBING BEHAVIOR WITH VIRTUAL SPEAKER EVENTS

Peer to Peer Speaker Programs

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. This has made us the preferred virtual events partner for some of the life sciences industry's most innovative companies.

Why are these events so impactful? When considering patient treatment options, most HCPs prefer content that is delivered by key opinion leaders, investigators, or peers over brand and sales rep communications. Virtual events provide this preferred educational content as part of a data-rich interactive experience, allowing participants to collaborate with peers and speakers – leading to informed and confident treatment decisions.

Why SpeakerDirect?

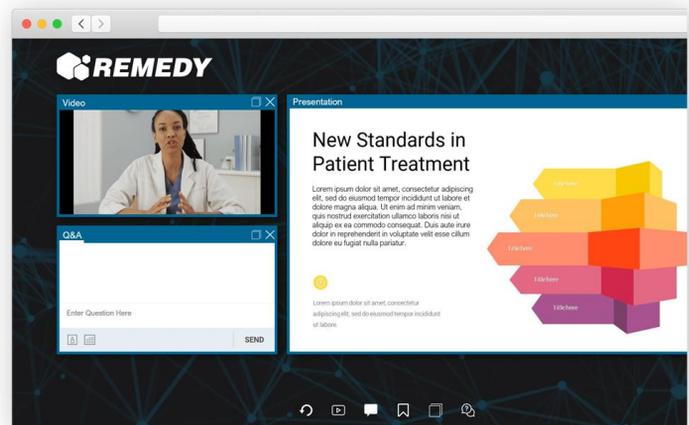
SpeakerDirect is a sales force driven solution that provides targeted HCPs with the opportunity to join in a virtual presentation by a national speaker with their peers from across the country.

- **Device Agnostic** – Browser-based, HTML5 webcast runs through any web browser, so attending an event is easy
- **Custom Branding** – Develop custom branding for virtual meeting rooms for an immersive brand experience
- **Multiple Interaction Tools** – Moderated Q&A, chat, file sharing, polling, and white boarding functionality drives presentation engagement and key message retention.
- **Dedicated MNG Event Experts** – Plan, support, and manage all event programs – allowing brands and HCPs to focus on meetings, not technology

In a recent survey of HCPs in our network:

70%

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



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.

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 customer experience – before, during, and after each event (**automated**). 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 automated multichannel messaging to targeted audiences leveraging our reach to **2.2M in-network HCPs**. After registration, deliver automated pre-event reminders and surveys to increase interest and likelihood of 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 continually reinforce brand messaging. Use event 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



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.