

UNIQUELY GAIN ACCESS TO HCPS

Live & On-Demand Virtual Events

From the initial consultation, to your own expertly produced virtual, hybrid or on-demand events, MNG Health is your all-in-one solution for connected virtual events that engage targeted audiences and drive business results for life science companies.

In a recent survey of healthcare professionals:

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

3X as many HCPs prefer content that is delivered by KOLs and peers.

Just because HCPs confirm that virtual events influence their behavior and that they prefer to hear from peers, this does not guarantee HCP access!

Virtual Solutions to Gain Access



Live & Asynchronous Advisory Boards

Increase stakeholder access and capture key insights from your advisors



National Broadcast Events

Reach large volume of HCPs via high-definition broadcast production



Peer-to-Peer Virtual Speaker Programs

Allow HCPs from across the globe join in a virtual presentation by a KOL speaker



Peer Exchange Insight Discussions

Enable HCPs engage in a real peer-to-peer dialogue, enabling access to insights



Virtual Speaker Training

Train, track, and certify your speakers easily online via our virtual sessions



On-Demand Virtual Experiences

Allow customers to engage on their terms through on-demand content



Contact Us

Contact MNG Health today for a complimentary assessment of your virtual events needs at [\(888\) 450-9140](tel:8884509140) 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.

Virtual events are more than just a platform and some emails

If you want to successfully execute virtual events you must implement a fully integrated customer experience in an automated fashion -- before, during and after each event. Anyone can sign-on to Zoom or hit send on an email, but that doesn't ensure success... in fact, without virtual event expertise this unique channel can be disastrous. HCPs list "Issues with technology / virtual access"

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



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