

MAXIMIZE REACH, EDUCATE AT SCALE, & INCREASE TARGET RX LEVELS

National Broadcasts

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.



Deliver High-Definition Production

Flawlessly executed by our team of experienced event focused professionals



Increase HCP Engagement and Rx

Via live Q&A, audience response polling, and interactive surveys. 2-way functionality increases event satisfaction and confident Rx significantly



Multichannel Campaigns

Automate non-personal and sales force touchpoints to drive HCP engagement and message reinforcement pre + post event



Hybrid Feature: 2nd Screen Technology

Groups of participants can interact with polls and other feedback opportunities via mobile devices, increasing actual participant numbers and engagement



On-Demand Opportunity

Allow HCPs to engage with broadcast content, download materials and ask questions on their own schedule via our on-demand channel

Magnify Impact With Broadcasts

In a survey of 450 HCPs in our network:

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

Why are these events so impactful? When considering treatment options, **84%** of HCPs prefer content delivered by a key opinion leader or peer 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.

MNG's Fully Customizable Experience



Contact Us

Contact MNG Health today for a complimentary assessment of your broadcast 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 its 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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