

End-to-End Support Case Study



End-to-End Speaker Program Management and Support System

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GOALS

To help a leading, east-coast biotech company best manage its growing speaker program and commercial display needs across its multiple product lines, Insyght designed and instituted a comprehensive speaker program and display management system that included a portal for sales teams, a portal for speakers (including our proprietary presentation builder technology), and a reporting portal for ROI analysis, healthcare provider (HCP) compensation, and other reportable metrics. The system is fully customizable and is supported by our dedicated technical and concierge-level user support team.

SERVICES

Strategic Direction

- Comprehensive Needs Assessments and Surveys

Digital Solutions

- Design and Implementation of Sales Rep Speaker Program Management, Speaker Bureau and Resource Manager and Reporting Portals
- Development of a Process for Management of Speaker Nomination, Tiering and Contracting

Implementation and Evaluation of ROI

- Planning and Management of Live and Web-based Speaker Training Programs

PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

After conducting a comprehensive needs assessment for the company's sales and marketing, legal, regulatory, and compliance teams, and soliciting input from experienced speakers for the company's brands, Insyght designed an end-to-end, online speaker program management system that would directly meet this specific client's speaker program management and reporting needs. As the result of Insyght's comprehensive, quarterly program evaluation process, which considers the perspectives of sales teams, speakers and program attendees, Insyght has also implemented countless system enhancements, including the development of a reporting portal specific to the Sunshine Act, new functionality to manage speaker bureau nomination, tiering, contracting, and training, and a novel iPad application to streamline and improve the overall program attendee tracking and spend reporting processes.

RESULTS

These tools have drastically increased process efficiency, reduced unnecessary sales team burden, increased transparency and improved overall ROI from speaker bureau-related efforts. In fact, the insight gained from the use of our system, and our corresponding comprehensive evaluation process, has proven extremely valuable for business and resource planning purposes as it has directly, and positively, impacted our client's ability to accurately forecast and budget speaker program needs.