

# Enhanced Medical Message Case Study



## Insyght's Proprietary Presentation Builder

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### GOALS

This unique tool, offered in conjunction with Insyght's Speakers.com portal or as a stand-alone tool, is designed for use by healthcare providers (HCPs) who speak on behalf of a pharmaceutical or biotech company and its product lines. It allows for maximum speaker flexibility in terms of tailoring each presentation while still controlling messaging, flow, and positioning of information, and even affords additional compliance measures by automatically archiving copies of all promotional presentations used by the speaker bureau.

### SERVICES

#### Strategic Direction

- Individual Client (Speaker and Corporate Stakeholder) Needs Assessments

#### Digital Solutions

- Design and Implementation of a Proprietary Presentation Builder Interface

#### Implementation and Evaluation of ROI

- Live and Web-Based User Training Programs
- Continuous User Support
- Program Evaluation and ROI Analytics

### PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

Based on Insyght's long-standing industry experience and speaker bureau management expertise, Insyght designed a proprietary tool that allows speakers to instantly customize approved speaker program presentations for upcoming events. Presentations are linked to the speaker's profile and are personalized with speaker credentials and program details. While each presentation is pre-loaded with mandatory content, speakers can customize the presentation by adding optional modules and slides, the use of which are controlled by automated business rules. Although initially designed by Insyght, the tool has been continuously updated based on speaker and client stakeholder workshops to improve the user experience, functionality and ultimately enhance overall return on investment (ROI).

### RESULTS

The end result of this initiative was a proprietary, uniquely tailored solution for members of this client's multi-brand speaker bureau accessible to all approved speakers 24/7 via a secure log-in hosted, monitored, and maintained by Insyght's dedicated technical support and HCP liaison staff. The tool instantly facilitates approved, compliant, customized presentations and also enables real-time reporting on speaker accessibility, module / slide utilization, and other key metrics of interest that can be used to improve overall speaker bureau processes and resources, including slide decks, training programs and speaker program design. As a result of using our presentation builder, Insyght's clients have dramatically improved overall message delivery and medical information retention, speaker satisfaction with speaker tools and resources, audience engagement and overall compliance with speaker program requirements across their product portfolios.