

Expanded Reach Through Technology Leadership Case Study



The 2012 Middle East Diabetes Forum

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GOALS

To help two partnering global pharmaceutical clients raise physician awareness about the prevalence of diabetes, disease management challenges, and treatment options in the Middle East, Insyght designed and executed a unique, regional forum that leveraged satellite technology to maximize attendee reach in a cost-effective, yet highly engaging manner. The program included a live, unbranded event featuring 28 international and national key opinion leaders (KOLs) that was broadcast via satellite from the host country to 4 other countries across the region in 3 different time zones, with supporting online tools and resources.

SERVICES

Strategic Direction

- Engaging Agenda Design
- Unique Event Branding

KOL Engagement and Management

- Thought Leader Identification and Management
- Scientific Presentation Development
- Identification, Liaison and Facilitation of CME Certification

Implementation and Evaluation of ROI

- On-Site Event Management
- Multi-Country / Multi-City Satellite Broadcast
- Executive Report and Program Replication Guide

PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

In addition to developing the program agenda, designing the event branding and associated collateral, identifying and managing the KOLs, creating the presentations, facilitating the legal and compliance reviews of all materials, recruiting attendees, managing the continuing medical education (CME) documentation and certification processes, and handling all on-site logistical aspects of the program, Insyght also arranged for, and managed, the multi-city, multi-country high-definition satellite broadcast and secured a significant discount in cost through Insyght's strategic supplier partnerships in the region.

RESULTS

This was the first time that a satellite system was used to link speaker programs across geographic locations in the region, and it was successfully done by Insyght across multiple countries. This allowed the program to achieve greater HCP participation, as it provided remote access to international KOLs and catered to physician preferences in program modality. Further, it reduced travel and logistical costs for the brand team. Following the program, Insyght also developed an executive-level report and a narrated multimedia presentation summarizing the key learnings from the program and included a plan for replicating the event at an even greater cost savings.