



INDUSTRY

Medical Education Communication

ON24 APPLICATIONS

ON24 Webcast Center

SUMMARY

To help customers reach broad audiences under tight timelines and limited budgets, VMS Medical has helped clients reach an average of 500 – 1,500 healthcare professionals and brand marketing teams per online event across 40 countries..

With ON24's webcast solutions, VMS Medical determined that companies can save between \$1,200 - \$1,500 in air and ground transportation, overnight accommodations and food & beverage expenses per person based on a 100 person, full day meeting,

ABOUT VMS MEDICAL

Headquarters

Indianapolis, Indiana

Organization Size

90 employees

marketing initiatives to internal and external audiences alike.

“We realized that webcasting would be an ideal way to address these company needs – reach target audiences around the world, while being more cost-effective. We needed to partner with a company that could provide us with a reliable technology solution while being responsive to our needs,” explained Mallon.

Situation: Cost-Effective Corporate Communications

VMS Medical is a full service medical education communication firm that works with customers in the pharmaceutical and device industries to advance healthcare education. In late 2007, VMS Medical identified the need to offer clients an effective tool to reach their intended audience under tight timelines and limited budgets.

“Our customers typically hold in-person events to communicate important information. However, as companies are becoming more cost-conscious, plus the cost of travel, virtual events are becoming more desirable,” explained Abby Mallon, Vice President, VMS Medical.

Challenge: Greater Reach with Tighter Budgets

Faced with the need to reach higher numbers of healthcare professionals and marketing team members under shorter timelines and tighter budgets, various Fortune 500 pharmaceutical and medical device brands are reaching to enhanced technology to deliver key messages. Brand and Marketing Teams need assistance managing the growing need to disseminate key disease state information, device details, updates on treatment standards, new industry guidelines and



Solution: Webcasting and Virtual Events - Anywhere at Anytime

After reviewing several companies, VMS Medical partnered with ON24, a webcasting and virtual events solutions company, for webcasting solutions and services. Webcasts offer valuable, efficient solutions over traditional face-to-face meetings and can include full studio services, global and domestic video and audio feeds, simultaneous translation, live question and answer, attendee polling and archiving for pharmaceutical and medical device companies.

Depending on the Team's need, Webcasts can offer small or large scale solutions for reaching global and domestic audiences without the need for attendee travel and transportation expenses. By managing every detail along the way, VMS Medical offers a streamlined alternative to face- to-face meetings.

Results: Reduce Costs, Increase ROI

Depending on the audience size and location of attendees, VMS Medical concluded that companies can incur large cost savings by offering a webcast over a traditional meeting. Based on a 100 person domestic, full day meeting, companies can save between \$1,200 - \$1,500 in air and ground transportation, overnight accommodations and food & beverage expenses per person. A webcast further enables a company to reach a targeted audience, while expanding the company's message to a broader audience.

Through attendee post-program evaluations, VMS Medical also determined that most attendees expressed interest in participating in future online events and noted the ease and convenience associated with tuning in for the webcast as their primary reason.

According to Abby Mallon, these companies are impressed by the amount of people they can touch live with one event. In addition, by using archived recordings of the event accessible via website, clients receive the added value of enduring information being available to customers.

“By partnering with ON24, VMS Medical provides pharmaceutical and medical device companies with an effective tool to reach healthcare professionals and their internal teams.”

- Abby Mallon, Vice President, VMS Medical

