

Elevating Scientific Exchange – The New Frontier in Congress Experiences

Presented by the MAPS MEDICAL INFORMATION FAWG

Presenters



**Nate Capone,
PharmD**

Director, Global Medical
Communications
TEVA
US



**Sissy Easo-Joseph,
MS, PhD**

Director, Global Medical
Communications and Operations
Neuroscience,
Global Medical Affairs
TEVA
US



Michael J. Stevenson

Global Head
Caudex, McCann Health
Medical Communications
US



**Yelena Lyustikman,
MSc**

VP, Medical Strategy Director
Caudex, McCann Health
Medical Communications
US

Disclosure and disclaimer

- *Disclosures*: presenters have nothing to disclose
- *Disclaimer*: The views and opinions expressed by the presenters are their own, and do not represent the views of their employers

Educational Objectives

This session will provide a learning opportunity for our audience by:



Identifying opportunities to enhance the congress experience to elevate scientific exchange



Exploring strategies to harmonize in-person and digital medical affairs engagements

Medical Affairs: Evolving our congress presence since the “Good Old Days”

Circa 2005

Expanding presence
for Medical Affairs
to foster scientific exchange

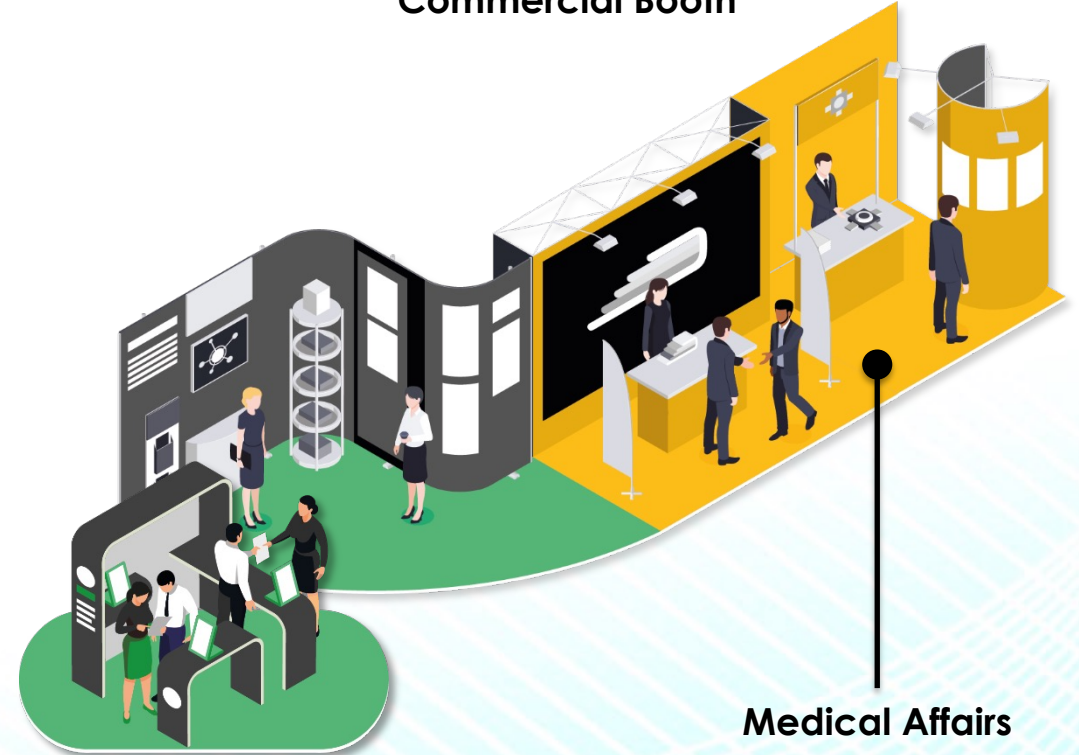
Circa 2020

Pharmaceutical
Commercial Booth

Pharmaceutical
Commercial Booth

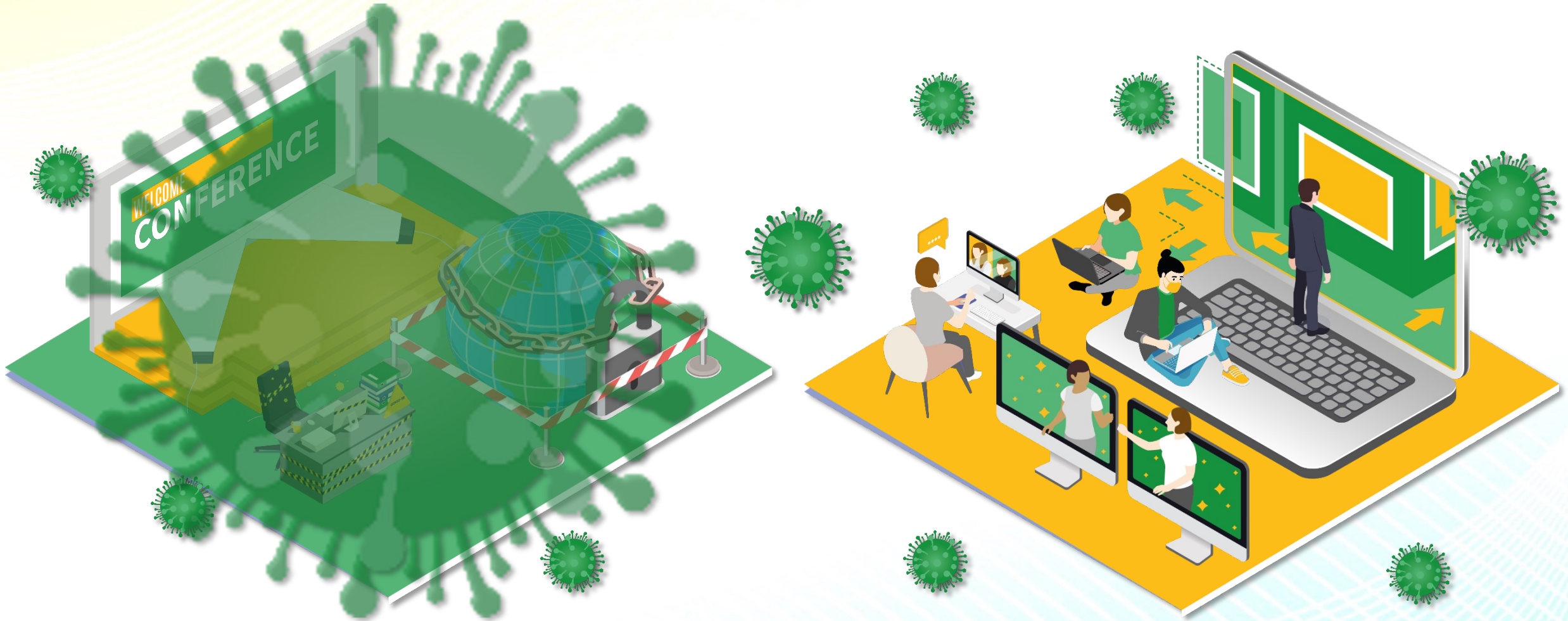


Medical Affairs



Medical Affairs

March 2020: the challenge of COVID-19



Let's vote!

Evolving HCP views on virtual vs F2F congress attendance

In 2020...

48 %

Prefer to attend face-to-face

12 %

Prefer to attend solely virtually

92 %

Would now consider attending virtually, whereas would not have chosen to attend (in person)



2022 and beyond

43 %

Prefer to attend face-to-face

45 %

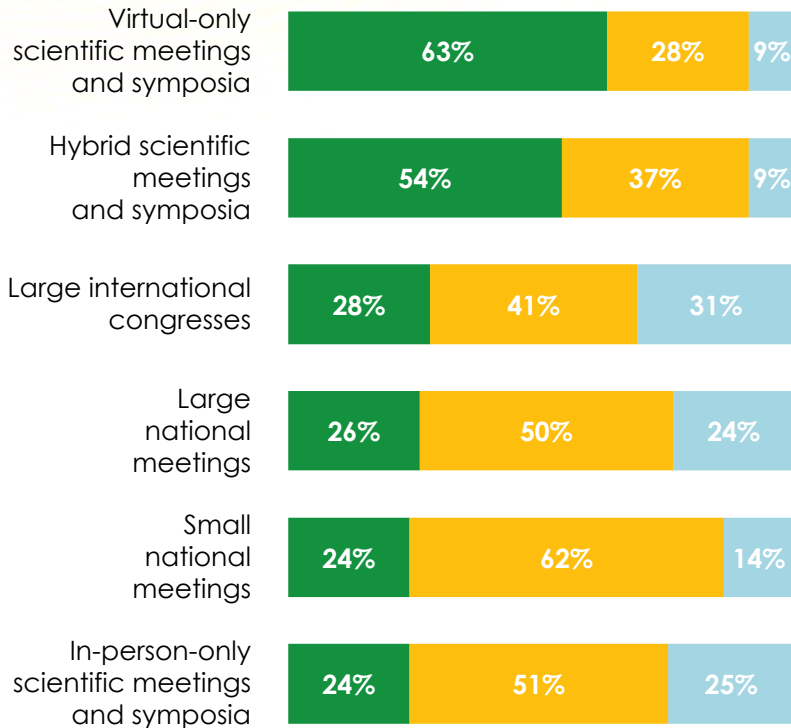
Prefer to attend solely virtually

12 %

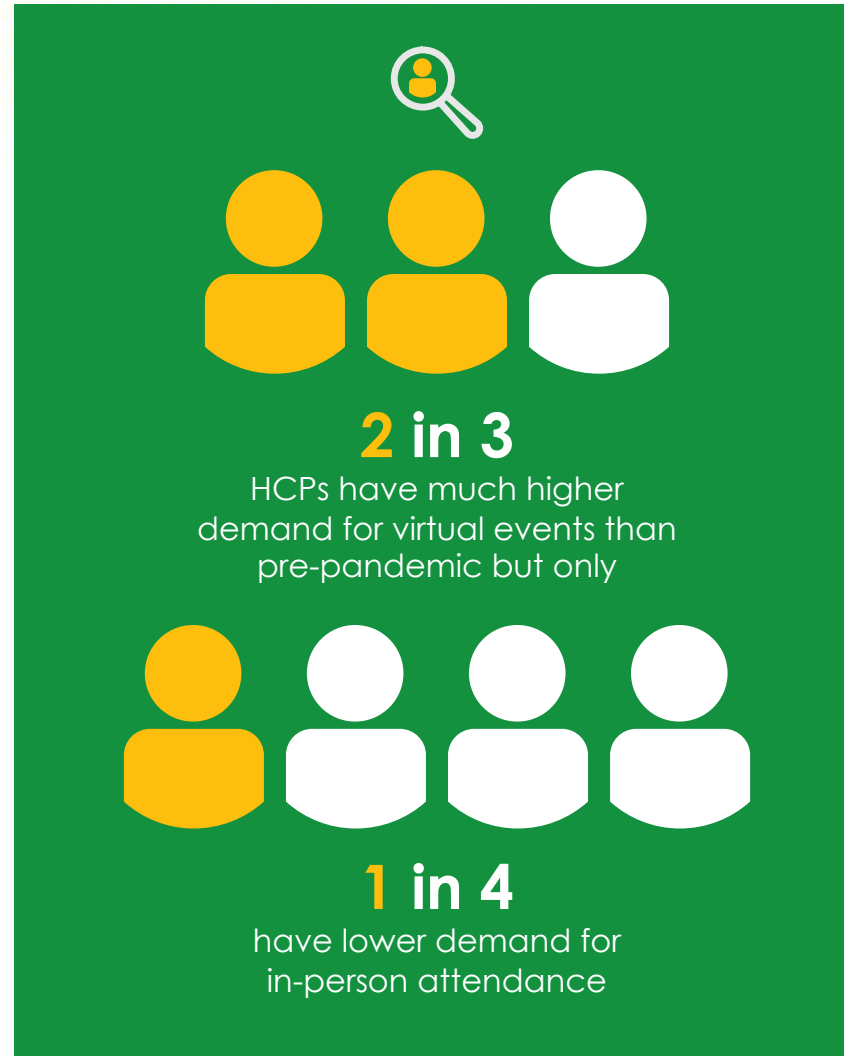
Will not attend any conferences

Hybrid meetings are the new normal

HCP POST-PANDEMIC, WHAT DO YOU EXPECT YOUR DEMAND WILL BE FOR THE FOLLOWING?



- Much higher than pre-pandemic
- Similar to pre-pandemic
- Much lower than pre-pandemic



53% of US specialists would prefer to attend a hybrid meeting virtually

WHY WOULD YOU PREFER TO ATTEND VIRTUALLY?

GET MORE OUT OF IT

AVOID TRAVEL

COVID-19 RISK

CONVENIENCE

COST SAVINGS

US Specialists (N = 194)

Let's vote!

Redefining the Medical booth experience in a virtual environment

CHALLENGE

Deliver an virtual Medical congress booth solution during a new product launch in the fully virtual environment of COVID-19

SOLUTION

- ✓ 3D and 2D congress environments to provide HCPs with a truly engaging and immersive experience
- ✓ Multiple content formats (videos, infographics, podcasts, quizzes, interactive maps)
- ✓ More content available than in a traditional congress booth
- ✓ Congress environment available 24/7, not only during congress dates but also after, to extend the reach
- ✓ Easy to adjust and reusable across multiple congresses

OUTCOME

A redefined congress Medical booth experience:

- ✓ **295%** increase in congress attendee interaction compared to F2F interactions in previous years
- ✓ **45** minutes of average engagement per user
- ✓ Every element of booth interaction can be measured for reach and engagement to ensure optimization for future congresses



**Best Branded
Website for
Healthcare
Professionals**

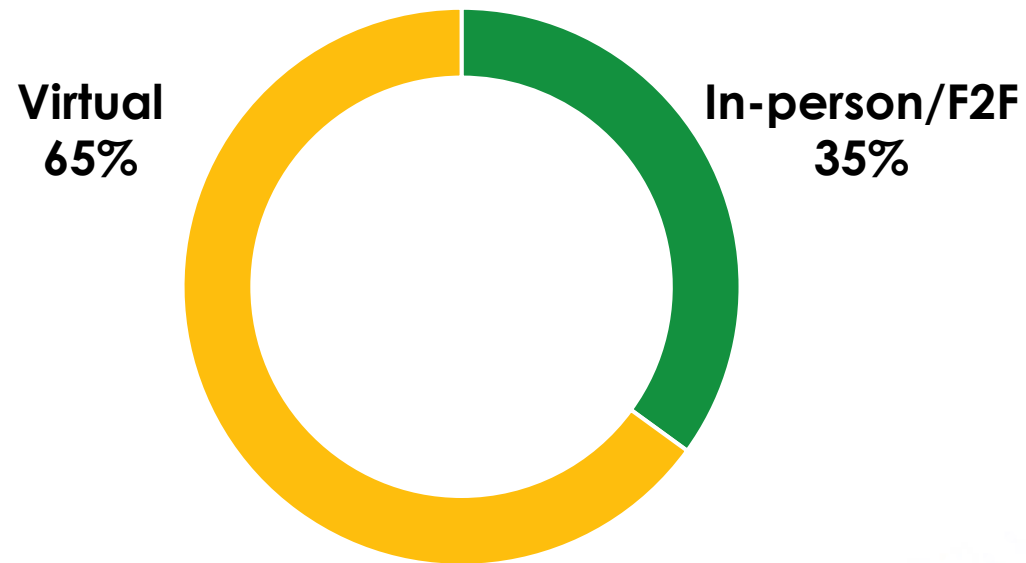
Let's vote!

Virtual vs in-person/F2F engagement

Based on your primary engagement metric, what is your current and future (by end of 2022) mix of virtual vs in-person/F2F engagement?

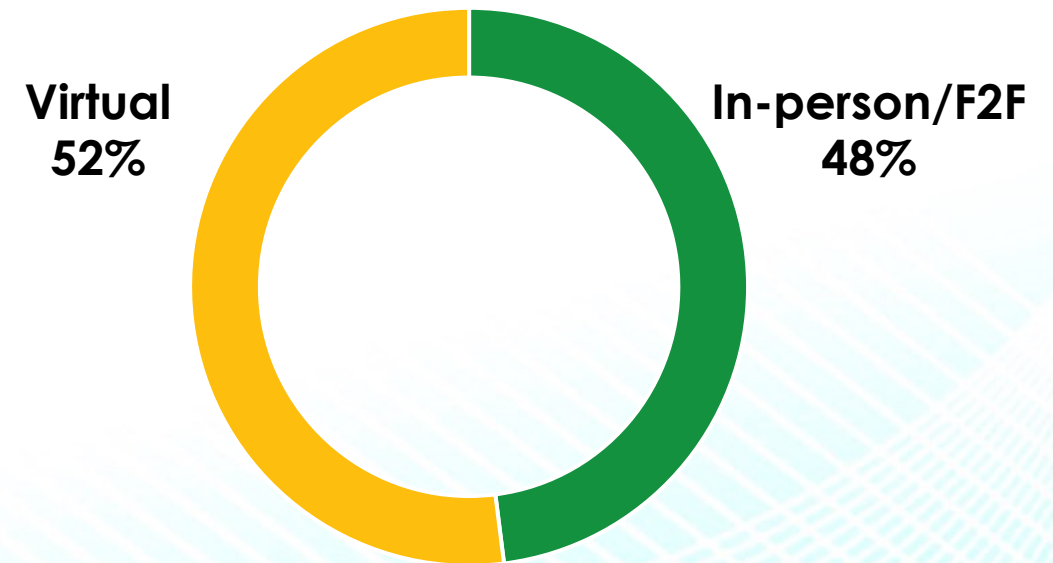
Current

N=19



Future (expected)

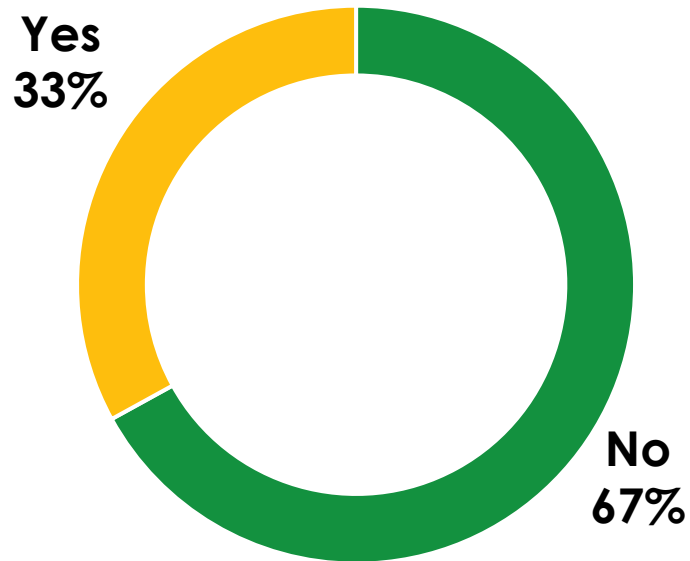
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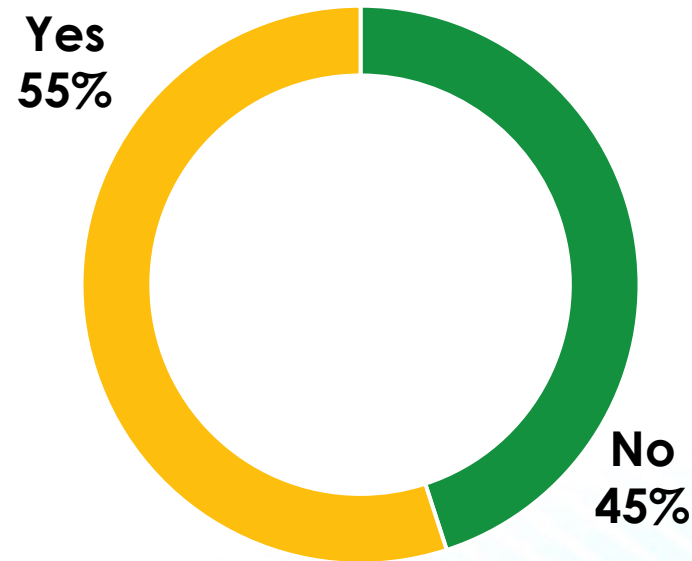
Evolving coordination of Medical digital strategy

Is digital communication strategy coordinated across functions?

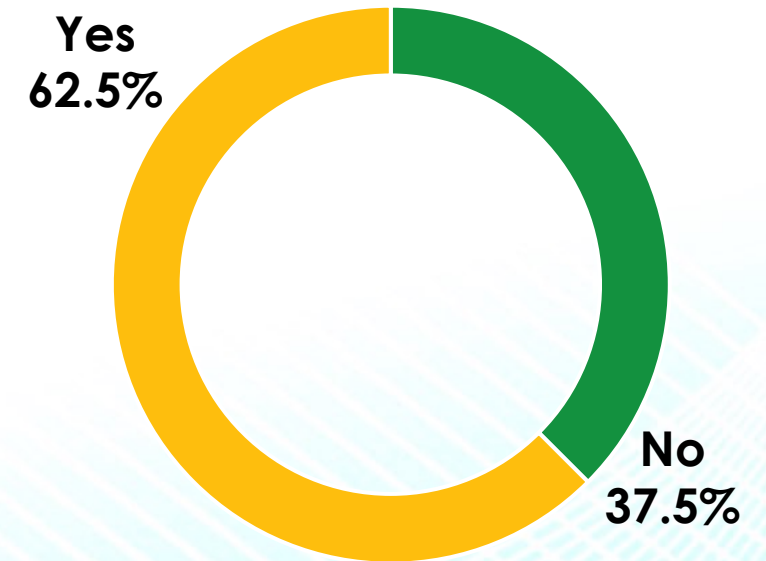
December 2019
N=9



February 2021
N=11



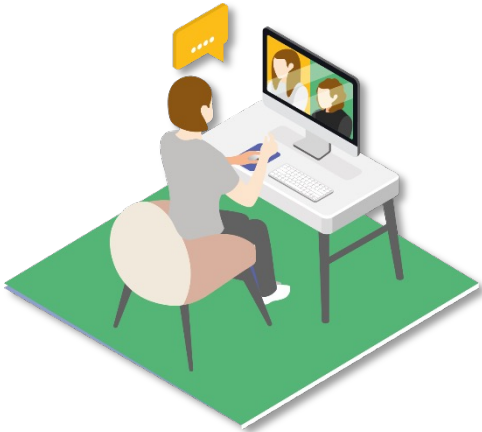
February 2022
N=16



Medical Societies must evolve their approach

Insights from ECTRIMS

Hybrid approach is the way of the future



Live and virtual experiences must be distinct but complementary

Content is king but delivery is the queen



Adapt lessons from other industries: content they want when they want it



The future of scientific exchange

Continued evolution
to provide opportunities
for Scientific Exchange
aligned to HCP preference



Q&A