

# Victor Value & Rita Reach

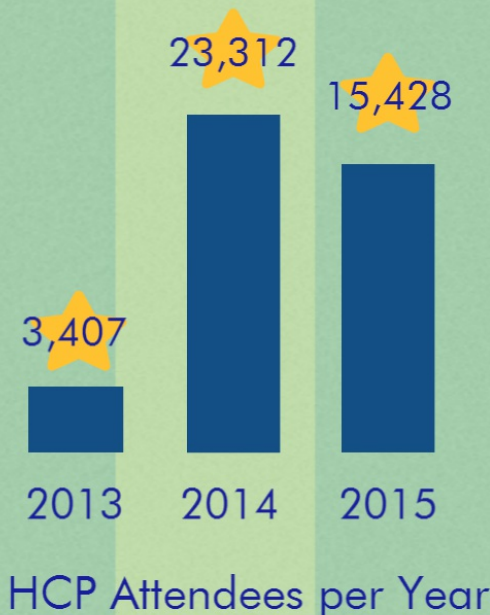
both like virtual meeting speaker programs  
but for completely different reasons...



## WHO'S RIGHT?!



Based on a 2013-2015 case study of a VM speaker program for a U.S. marketing team



42,147  
Total Attendees

Over 42,000 HCPs  
joined virtual speaker  
events. That's REACH!

And Sales Reps  
gained incredible  
HCP access!

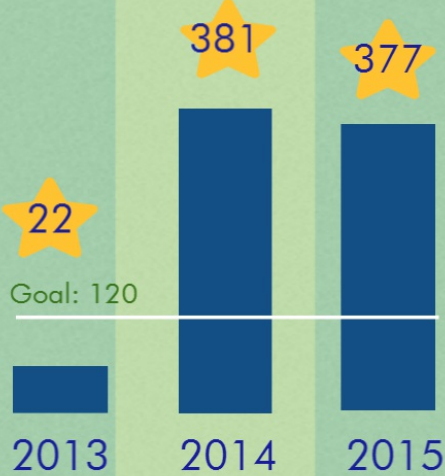


Up to 90% reduction  
in cost per HCP?  
That's out-of-this-  
world VALUE!

By using only top-tier  
speakers, they improved  
Quality too!

VM Speaker Programs  
lowered costs by  
75% to 90%

Range of Cost per Attendee  
\$39-\$81



780  
Total Events

HCP REACH was so  
strong, they TRIPLED  
the number of virtual events!

While using far  
fewer local venues  
and improving  
Compliance!



ZERO events  
discontinued due to  
tech issues. Talk  
about VALUE!

That gave Sales Rep a  
lot more confidence in  
virtual meetings!

780 of 780  
Successful Virtual Events



98.7%  
reliable performance  
for participants

Carlos Consensus says....

Wait a minute,  
you're both right!

VM speaker programs  
have game-changing  
VALUE ...

... and can deliver  
awesome HCP REACH!



Let us show you how  
we take VM speaker  
programs from  
drab to dazzling.

**medpoint**  
digital

www.medpt.com  
info@medpt.com  
847.440.9555