



virtual programs
that bring peers closer

Conventional remote speaker events have seemed too ... remote. Impersonal, uninspiring and prone to glitches, virtual events in the past have failed to effectively connect Speakers with HCPs, inspire confidence in Sales Reps, or deliver on the true potential of live digital media.

Proximity is the cure for the common webconference. Fully-deployed and field-tested, Proximity is a powerful digital channel for live, dynamic speaker events. Proximity rapidly and reliably reaches target audiences, effecting engaging HCPs while greatly lowering costs compared to dinner meetings. For Field Reps, Proximity delivers a valued peer-to-peer program that drives unparalleled access to HCPs.

Proximity is proven to generate exceptional metrics:

- Rapid** Ramp up large-scale programs in **8-10** weeks.
- Efficient** Leverage digital media to lower costs by **80-90%**.
- Scalable** Engage **10,000+** HCPs per brand, per year
- Effective** Drive Reps to **25-30** minute visits with HCPs

MedPoint Digital partners with biopharma companies to transform their use of live digital meetings. As onsite speaker programs have become less viable, Proximity provides an attractive digital alternative for effective peer programs. MedPoint offers an unparalleled blend of technology, expertise and best practices to implement successful Proximity virtual speaker programs, with the goal of producing an elevated experience for Reps, Speakers and HCPs.

See for yourself how **Proximity can deliver measurable, incredible brand-building results.**



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More than an advance in technology, Proximity is an advance in the concept of virtual speaker programs. Breaking from past practice, Proximity is not intended to address niche topics or niche audiences. Rather, Proximity serves as a primary marketing channel and a go-to tactic for Reps to reach top-tier HCPs. Proximity has been developed to fill the void left by traditional venue-based speaker programs, and shares many characteristics with those programs.

Core Design Elements

- Flexible** Several virtual events are conducted each week, offering a flexible schedule that maximizes HCP attendance.
- Continuous** Proximity programs are continuous during the year, providing a primary tactic for Reps and creating familiarity with the format among HCPs.
- Refreshed** Program content is periodically refreshed, providing an overlapping series of clinical topics, resulting in repeat attendance by HCPs.
- Rep-driven** Sales Reps drive the invitation process and preferably serve as hosts in HCP offices during virtual events.
- Brief** Events are kept brief, 25 to 30 minutes, to better align with the daily work demands of HCPs.
- Mobile** The platform is optimized for delivery via tablets and mobile devices, and often delivered using the Sales Rep's tablet to the HCP.

The best way to gauge Proximity is via a demo of the platform and process, replicating the end-to-end user experience for HCPs, Speaker, Sponsors and Sales Reps.

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