IQVIA® Virtual Meetings

Overview
IQVIA Commercial Compliance Portfolio

Integrated offerings supported by technology, consulting services and managed services

**Compliance/Risk Assessment**
Assess, prioritize, develop and document a tactical compliance roadmap

**Engagement**
End-to-end management of HCP/O engagements, sponsorships, and grants, from nomination to payment, with advanced business and compliance rules

**Transparency**
Captures, collects, integrates, and reports spend to meet global transparency requirements

**Consent**
Externally facing solution managing validation, capture, audit and internal management to meet GDPR requirements

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**Fair Market Value & Tiering**
Determine Fair Market Value of payments to physician consultants, managed markets programs, medical grants and payments for clinical trials

**Virtual Meetings**
Effective and compliant meeting management, logistics, and strategy covering virtual and hybrid engagements

**Transparency Outsourcing**
Full outsourcing of reporting from data validation through submission and processing

Built on a foundation of domain expertise and industry-leading technology solutions
Our approach and experience
Understanding the impact

Figure 17: 2020 Program Mix

Figure 18: Year over Year Program Mix with 2020 (Jan-Sep)

Data source - IQVIA White paper entitled:

IQVIA Virtual Meeting Services delivers best-in-class digital events, reducing the time and effort required to manage logistics and oversee event details.

Our team of experts provides support and a white-glove service approach, delivering highly interactive and engaging virtual meetings.
Management of the End-to-End Virtual Meeting Lifecycle

1) PLANNING & STRATEGY
Alignment on tech, presentation techniques, event structure, post event actions and project kick-off

2) PLATFORM PROCUREMENT
Selection and procurement of the right platform in-line with event requirements

3) PROJECT MANAGEMENT
Set up of event, testing, and day-of-support through skilled moderation and tech support

4) SPEAKER MANAGEMENT
Onboarding, scheduling, training, rehearsals and customer support services

5) INVITE & REGISTRATION
HCP targeting & audience identification through OneKey, invitation management, confirmations and reminders, to drive maximum attendance

6) AV PRODUCTION SUPPORT
Production studio recording, green screens and post production editing

7) CLOSEOUT & KPI REPORTING
Budgeting, spend, performance, attendance and utilization reporting (CRM)

8) COMPLIANCE CONTROLS
Controls to ensure event is compliant, including Pre-event, Post-event, Monitoring, etc
A single technology solution is not the answer to virtual engagement management — a multitude of questions remain.

- **35%** Strategy
- **25%** Planning & Coordination
- **25%** Execution
- **15%** Platform

What expertise will you leverage to engage your audience?

How will you efficiently manage speakers, participants, and logistics?

How will you ensure the meeting is delivered seamlessly day of?

How do you select, procure and setup the best platform based upon needs?
Supporting and managing a wide range of virtual programs

Virtual Events

- Peer-to-peer
- Sales training
- Congresses
- Product theater
- Advisory boards
- National webinars
- Global broadcast
- Speaker bureau meetings
- Speaker training
- POA meetings
- Patient meetings
- Townhalls
- Product launch

Supporting and managing a wide range of virtual programs.
IQVIA recommends the best technology solution based upon your objectives, standards, and needs.

Speaker Meeting – Peer-to-Peer – Advisory Board – Symposia – Patient Webinar – Sales Training – Speaker Training

Extensive expertise & a trusted team of partners enables support of a growing list of virtual meeting technologies. Increased technology flexibility addresses a wide range of meeting types and specific client needs.
EMEA-wide delivery ensures consistency in communication and the highest level of service standards

- Local affiliates in all EMEA countries
- Delivery in local language
- Knowledge of laws and regulations
- Pricing adjusted to local economy
- Understanding of local culture
Extend reach far beyond your database

Quality Data
- Standardized and validated HCP data for CRM
- Accurate for compliance purposes

Consent
- Pre-acquired IQVIA consent allows you to send invitations to HCPs you do not have access to
- Different types of communication available per country and specialty depending on the level of consent

Leverage OneKey
- Gain access to more than 20 million HCPs
- Across 104 countries
- Targeted by therapeutic area
Features to drive audience engagement
Increase audience engagement through varied techniques and live results
Create valuable post-event feedback to drive insights
Receive an executive summary of all important analytics and key learnings
Leverage green screen A/V to further participant engagement

- Stream a Virtual Studio Integration and capture audience attention
- Allow main presenters to be in the same room and ensure a more natural form of interaction between them
- Run panel discussions that are more impactful and engaging
- Have a moderator physically present to enhance the experience and introduce presenters
- Simultaneous streaming, recording and output
- Use multiple screens (pip) to bring in remote presenters or show poll or quiz results live
- Enable presenters to stand during presentations to take full advantage of the power of body language
Use branding and modules to enhance content and engagement
Maximise engagement through post-event, on demand access

• Let your audience watch the webinar on their terms through an on-demand version of the recorded video
Large events: Combine a variety of space settings and design to create your virtual event

Optimising your event at scale, with a choice of spaces for social networking & interaction
Disruptive concept: Use a 3D Avatar based environment and allow your participants to experience something new

Differentiating your event by allowing your guests to create their own identity and interact with others
Where does IQVIA add value?
Shifting programs to virtual provides additional value

**Cost Savings**
Lower fee for service. No travel fees, no F&B or reduced F&B.

**Reduced Time Commitment**
Reduced involvement time for speakers. Reduced time for representatives.

**Extended reach**
Virtual programs allow for extended reach beyond local attendees. Hundreds of participants can be reached at one time.

**Innovation**
Innovative approaches can be implemented when appropriate while maintaining interactive yet compliant exchanges between HCPs.
Meet the team: George Kostopoulos
Principal Technology – Virtual Meetings Delivery Lead EMEA

Current responsibility

George is a dedicated M&E professional with a passion for innovation and technology. A natural born problem solver he views each project as a personal challenge. He is focused in being at the forefront of developments regarding audience engagement through media rich platforms that allow the creation of rewarding attendee experiences. As the lead for virtual meetings in EMEA he ensures that the combination of technologies and presentation techniques, are a perfect fit to project goals and budget—while ensuring seamless project delivery.

Profile overview

Leveraging technology, audience engagement techniques and decision making based on the analytics deriving from virtual events, George creates meaningful interactions with the audience. His goal is to increase content impact and ensure the key messages are well received by participants.

Areas of expertise

- Solution design and implementation
- Project planning and management
- Virtual Meetings architecture and content delivery management
- Engagement and interaction enhancement
- Project support, delivery and risk management
- Meeting content repurposing and evergreening
- AV production technology implementation
- Customer & attendee experience

Education

George has a BS in Hospitality and Tourism Business Administration from the National Technological Institute of Crete and an MBA focused on Tourism Management from the University of Piraeus.

Relevant experience

George has 16 year of experience in managing engaging F2F, virtual and hybrid events for the life sciences industry. With experience on working with Medical Associations and Pharmaceutical Corporations he is an expert in finding the fine balance between providing engaging educational events and promoting the goals of the organizers.
Meet the team: Yannis Antoniou
Senior Consultant Technology – Virtual Meetings Delivery EMEA

Current responsibility
Yannis is responsible for creating and implementing the Virtual Meetings Delivery strategy for the EMEA region. Focusing on long-term planning to ensure that scoping & engagement requirements are fully met across all virtual meetings the Team delivers. With his meticulous approach every step of the way, Yannis delivers professionalism that is synonymous with the IQVIA Virtual Meetings Delivery and champions the culture and values of IQVIA.

Profile overview
Owning the accumulated experience of running hundreds of corporate in-person, hybrid & virtual Meetings & Events for the Life Sciences Industry as well as Medical Associations’ Congresses for more than 13 years now.
Leading teams of Project Managers and Project Coordinators, Yannis delivers nothing but excellence in all projects he leads.
Yannis is driven and adaptive & highly skilled in professional relations.
A problem solver at heart with strong interpersonal skills.

Areas of expertise
- Strategic planning of virtual events
- Analytical reasoning
- Project Management A-Z
- Designing & implementing holistic virtual events’ solutions

Education
- B.Sc. Physics – Department of Physics, University of Crete, Greece
- M.Sc. Business Mathematics – Department of Informatics, Athens University of Economics and Business, Greece

- Business acumen & lateral thinking
- Project support & seamless delivery
- Risk management & contingency planning
- Maximizing engagement
Why IQVIA Virtual Meetings?

The ability to transition meeting strategy from live events to virtual, quickly and seamlessly

- Supporting 14 of the Top 20 life sciences, mid-tier, and emerging biopharma companies
- Delivering tech support and moderation in any EMEA language
- Providing access to resources and experienced staff for meeting support at a moment’s notice
- Creating a world-class experience for all stakeholders
- Enabling engaging and interactive experiences through a variety of meeting types
Please Contact Us for More Information

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Appendix
Case Studies
EEMEA Sales Meeting

Situation

• One of the world’s leading medical tech companies was looking for virtual meeting expertise to deliver their EEMEA sales kick-off meeting.
• Only a 17 day lead time to plan, design, set up and deliver the event in-line with the client’s objectives, scope and requirements. An event of such magnitude would normally require 2 months preparation.
• 450 Sales & Marketing employees, coming from 5 different regions (Russia & Kazakhstan, MEA, South Africa, Turkey and CEE), plus the HQ. Including 80 Medical colleagues to attend specific sessions.

Solution

• IQVIA designed a project plan and delivered end-to-end, with an array of different technologies (6Connex, Zoom, RTMP stream, ON24, Vimeo, MS Teams, Webex and more). Designed, set-up, tested & branded and enriched the content of the 6Connex virtual event platform.
• Delivered trainings & rehearsals, along with coordinating multiple vendors from interpretation to streaming.
• Monitoring and coordination of the event, plus help desk support for all participants and technical support across multiple sessions.
• Required a set-up where certain groups had access to specific information/sessions, enabling a tailored experience for each participant.

Results

• IQVIA delivered within 17 days what was described by the client as “the impossible to deliver”
• The two day event included plenary sessions, live interpretation, photo gallery lounge, country/regional sessions, live quiz, 60 breakouts available at different times for different groups, plus a by-invitation-only cocktail with breakouts.

85% Indicated breakout sessions as successful

4.6/5 Average rating for all event aspects in survey

442 Concurrent attendees out of a total of 446

73% Of survey positive to repeat the meeting virtually
Feedback

"I felt I had a strong partner that guided me through"

"you made the impossible possible"

"I was blown away by what was put together at such short time"

"Thank you for the great support you are giving us!"

"Many thanks for all your work, especially during the weekends!"

"Congratulations, it was amazing game!! :) Thank you for the great support!"

"A lot of fun!"

"happy that we dared to go on a different route than other divisions"

"Fantastic meeting!"

"you have done a phenomenal job!!!"

"very impressive to make it happen in such a short notice"

"I am really impressed by your level of support and you have more than exceeded my expectations! As you mentioned it below, it was a great team collaboration and I am happy that you guided us so professionally in the last few weeks. We knew from the beginning that time was our biggest concern, but what you and your team colleagues have accomplished is extraordinary. Thank you!"

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"Thank you for the great support you are giving us!"
Internal Kick-off meeting

Situation

- Client is a Spanish Pharmaceutical Company specialized in CNS.
- Meeting type is an Annual Commercial kick-off Meeting with 15 sessions spanning over 4 different days.
- Client initiated the project with only 2 weeks lead time before going live.
- Audience was split to, Pharma, Medical, Hospital and HQ having different agendas to adhere to with a few common sessions

Solution

- IQVIA solution consisted of the following key components:
  - All presentations were gathered by IQVIA and combined into one master deck so none of the presenters needed to share content from his computer ensuring a seamless flow of the discussion
  - Technology provided easy login (no download), high quality streaming, on-demand version, polling and moderated Q&A
  - Full project management, including training, rehearsals, tech support and moderation on the day in local language
  - Introductory videos, waiting lobby, pre-recorded elements & live infographics created by artist were all incorporated in the flow of the event seamlessly
  - Continuous monitoring of registration process, reminders, calendar holds and detailed post webinar reporting

Results

- All presenters were able to log in easily, present and interact with their respective teams so they can communicate the goals for the year and get them motivated
- Consistency of the concept and delivery across all sessions reinforced the feeling of belonging to a team and got audience involved
- Customer quote: “Thank you for all your help and your amazing job. It was a pleasure working with you, everything was impeccable and the whole event went seamlessly.

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<thead>
<tr>
<th>Attendance rate</th>
<th>Interaction rate</th>
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<tr>
<td>84%</td>
<td>82%</td>
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<table>
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<tr>
<th>Speakers</th>
<th>Questions discussed during Q&amp;A</th>
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<tr>
<td>9</td>
<td>45</td>
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Virtual Advisory Board

Situation

- Client is an international Pharmaceutical Company.
- Meeting type is a Virtual Advisory Board with 10 participants (5 HCPs & 5 internal).
- Client initiated the project with 2 weeks lead time before going live. All HCPs’ needed training, platform onboarding and get an understanding of their contribution to the agenda and meeting flow. An additional HCP was confirmed one day before the meeting who was managed accordingly.
- Last minute IT additional specifications were given only a few days before the event that called for an immediate change of the delivery platform.

Solution

- IQVIA solution consisted of the following key components:
  > We proceeded with inviting all participants and set up a Faculty tracker to monitor progress made on all elements for each participant.
  > End to end project management, including training with the participants that were available, tech support and moderation on the day of the event.
  > Created a script for the event to ensure the moderation is seamless.

Results

- Customer quote: “Thank you very much for setting up the Advisory Board on a very tight schedule, and executing it so well. I greatly appreciate your dedication and hard work on this very important and successful event with significant contribution to a key clinical development project”

> Slide deck was received by IQVIA and uploaded into the platform so none of the presenters needed to share content from his computer. Moderation & switching presentation rights between different Speakers went seamlessly ensuring a smooth flow of the discussion.

> Closed off the event by providing the meeting’s minutes transcript, recording.
Virtual Advisory Board

**Situation**

- Client is a Spanish Pharmaceutical Company.
- Meeting type is a Virtual Consensus Meeting with 12 participants (9 HCPs & 3 internal).
- Client initiated the project with 1.5 weeks lead time before going live and we had to manage all HCPs contracting, honoraria payments, invitations, registrations, training on the platform, rehearsal, script and show day. 1 HCP declined initial invite and 1 HCP after the contract process had been initiated due to other arrangements. They were substituted by other HCPs in the process, additional HCPs to be managed.
- Final Rehearsal only possible 1 hour before the meeting and with only 1 of the 3 main presenters due to limited availability of the KOLs on such a short notice.
- Technical requirements amended from Client’s side on the day of the event (recorded video requested to be streamed in the middle of presentation – broadcasting was requested in the last minute, it was arranged, internal participants were invited but then the Client decided to cancel broadcasting).

**Solution**

- IQVIA solution consisted of the following key components:
  > In the 7 business days before the event day we set up a core team and identified and assigned R&R (contracting & honoraria payments, minutes of meeting and transcript, technical details and platform, invitation & registration management, trainings rehearsals and script of event).
  > We proceeded with inviting all participants and set up a Faculty tracker to monitor progress made on all pre-mentioned elements for each participant.
  > We selected a virtual technology that provided secure & high quality live stream, slides presentation, moderation & switching presentation rights between different Speakers seamlessly, chat and mic & camera interactions of all participants (collaborative objective of the Consensus meeting).

**Results**

- Client and speakers all reported extremely positive feedback on the meeting, main Presenter (HCP KOL) insisted on his closing remarks “I really want to thank the IQVIA team for the technical issues of the meeting, that everything went very very well here today, without any technical problems and with this I wish you all a pleasant evening.”
**Scientific Webinar**

**Situation**
- Client is the local Bulgarian affiliate of an international Pharmaceutical corporation
- Client wanted to reach out to a small but targeted group of HCPs related to a pediatric application of one of their products

**Solution**
- IQVIA solution consisted of the following key components:
  > Invitations were sent by the client directly to a small group of HCPs
  > Virtual technology provided easy login (no download), high quality streaming, on-demand version, polling and moderated Q&A
  > End to end project management, including training, rehearsals, tech support and moderation on the day in local language
  > Continuous monitoring of registration process, detailed post webinar reporting

**Results**
- Through the in event survey the participants indicated that the content shared will be very useful to their everyday clinical practice (11%) and extremely useful by 89%. Additionally 33% of the respondents indicated that the meeting was very accessible with 67 percent indicating it was extremely accessible

**CASE STUDY Bulgaria**
- **71%** Invitee to registrant conversion rate
- **79%** Of registered invitees attended
- **3** Speakers
- **84min** Average time of attendance out of 90min total duration
Scientific Advisory Board

**Situation**

- Client is the local Bosnian affiliate of an international Pharmaceutical corporation
- Client wanted to bring together a small group of regional 8 KOLs to discuss developments regarding a specific condition

**Solution**

- IQVIA solution consisted of the following key components:
  > All participating HCPs were contacted in advance to make sure they have the right technology and be trained so that they will be able to present without any issues
  > All presentations were gathered buy IQVIA and combined into one master deck so none of the presenters needed to share content from his computer ensuring a seamless flow of the discussion
  > End to end project management, including training, rehearsals, tech support and moderation on the day in local language
  > Meeting was recorded so it could be later transcribed by the client

**Results**

- All presenters were able to log in easily, present their slides and engage in a productive discussion so they could provide the client with insights.
- Customer quote: "We had used this technology before on our own but the preparation and management that IQVIA did ensured a far better experience for our invitees which resulted to a more productive meeting"

- 230 Slides shared
- 1 week To prepare everything
- 8 Speakers
- 10 Rehearsals and tests ran in advance
### Situation

- Client is a Poland based organization with no prior experience in organizing and executing virtual events and also no prior experience in dealing with GDPR / Compliance related issues.
- Client used to host annually a national conference event for 150 participants, mainly pharmacists in a prominent spot in Warsaw.

### Solution

- IQVIA solution consisted of the following key components:
  - Utilized a hybrid approach to registration, enabling client to send personal invitations to key customers containing link to registration page designed by IQVIA.
  - Virtual technology provided easy login (no download), high quality streaming, on-demand version, polling and moderated Q&A.
  - End to end project management, including training, rehearsals, tech support and moderation on the day in local language.
  - Provided extended GDPR related services, including information clauses for participants and presenters related to personal data usage, opt-out disclaimers & email box for GDPR related inquiries.
  - Continuous monitoring of registration process, detailed post webinar reporting.

### Results

- Client and speakers all reported positive feedback on the meeting, with a 99% positive response from attendees to join similar event in the future. Over 52% attendees voted to have the event quarterly instead of annually.
- Customer quote: “We originally wanted to cancel our event but decided to go virtual, we had three times more attendees then in traditional form. Attendees were very thankful and it was overall a great success. We are very happy and want to celebrate the moment.”

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<thead>
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<th>Attendance rate (benchmark: 40-50%)</th>
<th>Interaction rate</th>
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<tr>
<td>74%</td>
<td>72%</td>
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<table>
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<tr>
<th>Speakers</th>
<th>Total attendees for event</th>
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<tr>
<td>4</td>
<td>385</td>
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2 Back to Back Webinars

**Situation**
- Client is the affiliate of a global pharmaceutical company
- Client wants to deliver a program focused on 2 different cities by combining local with international KOLs
- Client had only 2 weeks to go live

**Solution**
- IQVIA solution consisted of the following key components:
  > Utilized a hybrid approach to registration, enabling client to send personal invitations to key customers containing link to registration page designed by IQVIA
  > Used OneKey database to increase the reach of both events by sending more invitations by post
  > Virtual technology provided easy login (no download), high quality streaming, on-demand version, polling and moderated Q&A
  > End to end project management, including training, rehearsals, tech support and moderation on the day in local language
  > Local AV studio production for the broadcast in two different cities.

**Results**
- Client and speakers all reported positive feedback on both webinars, with a 100% positive response from attendees to join similar event in the future in both cases.
- Customer quote: “Time was very limited and a lot needed to be done but the local and EMEA IQVIA team made it possible to host a scientific event of excellent quality”

- **CASE STUDY**
  - **Serbia**
    - **68%** Attendance rate (benchmark: 40-50%)
    - **12** Speakers
    - **100%** Accepted to be invited again
    - **93%** External HCP attendees
**Virtual Round Table**

**Situation**

- Client is the French affiliate of a global pharmaceutical company
- Client wanted to have a highly interactive event consisted of 2 back to back round tables. The presentations included a lot of voting questions, HQ video playback and Q&A sessions
- Client initiated the project with only 2.5 weeks lead time before going live

**Solution**

- IQVIA solution consisted of the following key components:
  > Preregistered and received GDPR approvals from invitees already recruited by client KAMS and also send additional invitations
  > Virtual technology provided easy login (no download), high quality streaming, on-demand version, polling and moderated Q&A
  > End to end project management, including training, rehearsals, tech support and moderation on the day in local language
  > Local French team visited the client office and assisted with moderation of content and Q&A.
  > Continuous monitoring of registration process, detailed post webinar reporting

**Results**

- Client and speakers all reported positive feedback on the meeting. Country GM indicated this was the best virtual meeting they were able to have so far
- Customer quote: “We received very good feedback from our presenters and commercial colleagues. The professionalism of IQVIA throughout the duration of the event was much appreciated”

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<thead>
<tr>
<th>Attendance rate (benchmark: 40-50%)</th>
<th>69%</th>
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<tbody>
<tr>
<td>Interaction rate</td>
<td>72%</td>
</tr>
<tr>
<td>Speakers</td>
<td>9</td>
</tr>
<tr>
<td>Questions discussed during Q&amp;A</td>
<td>35</td>
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Virtual Satellite Symposia

Situation

• German based client wanted to conduct a satellite symposia meeting following the main congress, with a 3 week lead time to plan, setup and deliver the meeting

• Client had limited experience in organising and executing virtual meetings, and was targeting customers across Germany, Austria and Switzerland

Solution

• IQVIA solution consisted of four key components:
  > Utilized a hybrid approach to registration, enabling KAMs to send personal invitations to key customers containing link to registration platform
  > Virtual technology provided easy login (no download), high quality streaming, polling and moderated Q&A
  > Full project management, including training, rehearsals, tech support and moderation on the day in local language
  > Provided compliance monitoring for adverse events reporting during event and industry best practices

Results

• Client and speakers all reported positive feedback on the meeting, with a 100% positive response from attendees that they would be interested in future similar online events

• Customer quote: “Overall, we are very happy, that it finally worked all well considering the ambitious timeline, and the feedback of the attendees we received was very positive.”

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<thead>
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<th>Attendance rate</th>
<th>Interaction rate</th>
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<tr>
<td>62% (benchmark: 40-50%)</td>
<td>79%</td>
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<tr>
<td>4 Speakers</td>
<td>128 Total attendees for event</td>
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Virtual Meeting Series

Situation

- A leading pharmaceutical company in Greece focusing on specialty pharmaceutical products, wanted to enable discussion & raise awareness of multiple sclerosis treatment among HCPs of interest.
- To deal with COVID-19 situation barriers for conventional on-premises events / meetings, IQVIA helped the client to launch six Virtual Meetings to achieve the desirable engagement.

Solution

- IQVIA solution consisted of the following key components:
  - Client branded environment
  - Custom registration page
  - Live chat & questions
  - On-demand / recorded version
  - Detail KPIs reporting
  - Delivered and supported at local level in Greece

Results

- Very positive feedback from all stakeholders
- Recording available as on-demand webcast
- Follow-up email campaign to all registrants resulted in a 31% raise of total webinar viewers – 17 non-attendees watched as immediate post event value-add
- HCPs active participation (questions, polls)

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<thead>
<tr>
<th>Attendance rate (benchmark: 40-50%)</th>
<th>Interaction rate</th>
<th>Speakers per event</th>
<th>Total attendees for event</th>
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<tbody>
<tr>
<td>85%</td>
<td>79%</td>
<td>3-5</td>
<td>71</td>
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Virtual Speaker Meetings across EMEA

**Situation**

- Mid-sized Pharmaco was looking to standardise their approach to virtual Speaker Meetings across the EMEA region
- The client's lean organisation meant there was limited capacity to expertly organise, plan and deliver virtual meetings
- Varied in-market agency costs was leading to budget management complexities and variations in expected service levels

**Solution**

- IQVIA solution consisted of three key components:
  > End-to-end management and virtual meeting platform for Speaker Meetings, with first phase focus on EU5 markets
  > Centralised framework agreement established at EMEA HQ level to support markets through consistent pricing and delivery model (in local language)
  > Enables integration with IQVIA Tech ecosystem, including HCP identification via OneKey and close loop reporting with CRM

**Results**

- Centralised pricing model to help support cost containment across the region
- Standardised delivery model with local language support, enabling consistent service levels
- High quality experience for speakers and attendees

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<tr>
<th>19</th>
<th>5+</th>
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<tbody>
<tr>
<td>Countries</td>
<td>Languages supported</td>
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<tr>
<td>160+</td>
<td>Technology options to choose from</td>
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CASE STUDY

EMEA

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