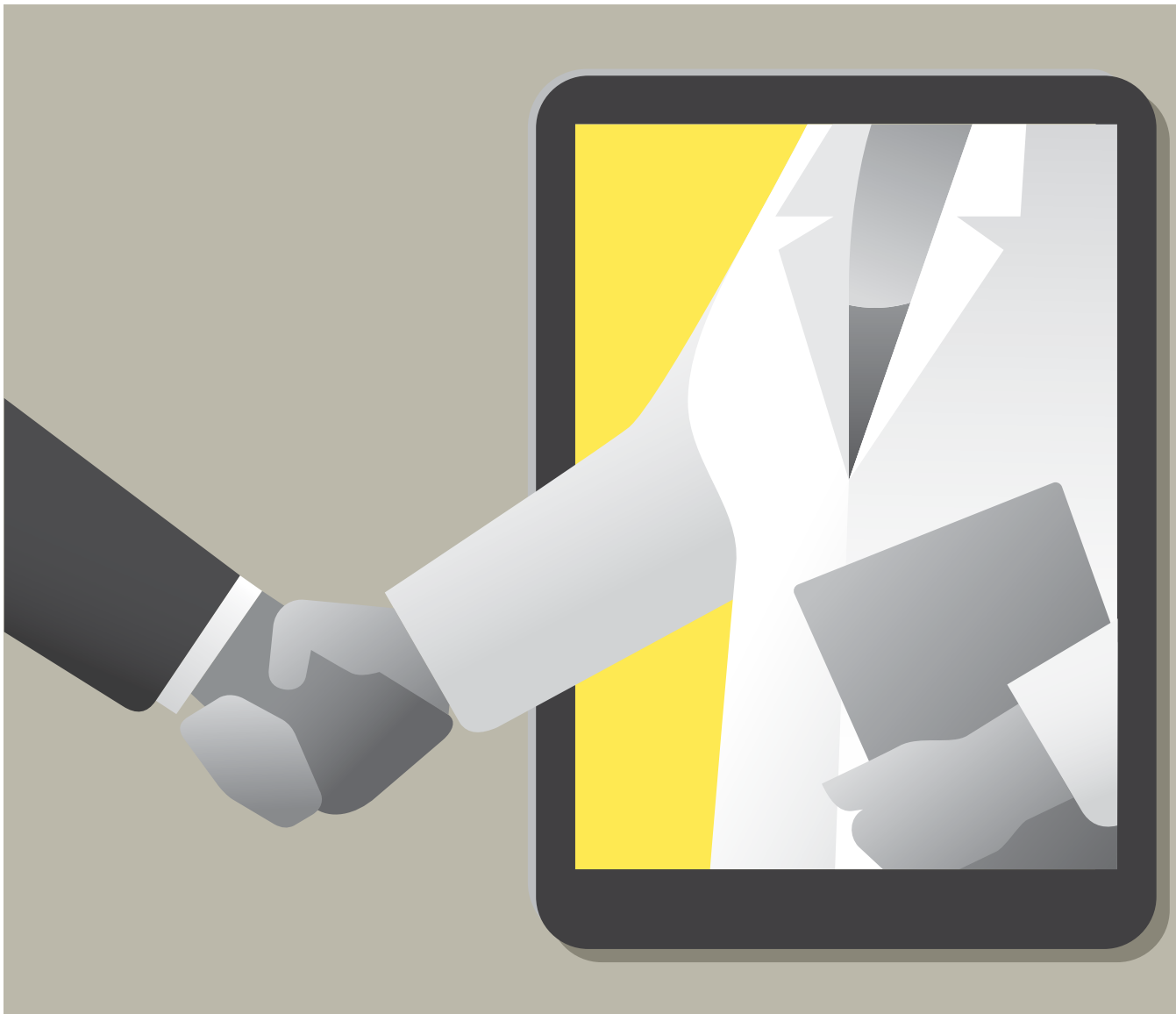


# Virtual Client Engagement: an introduction

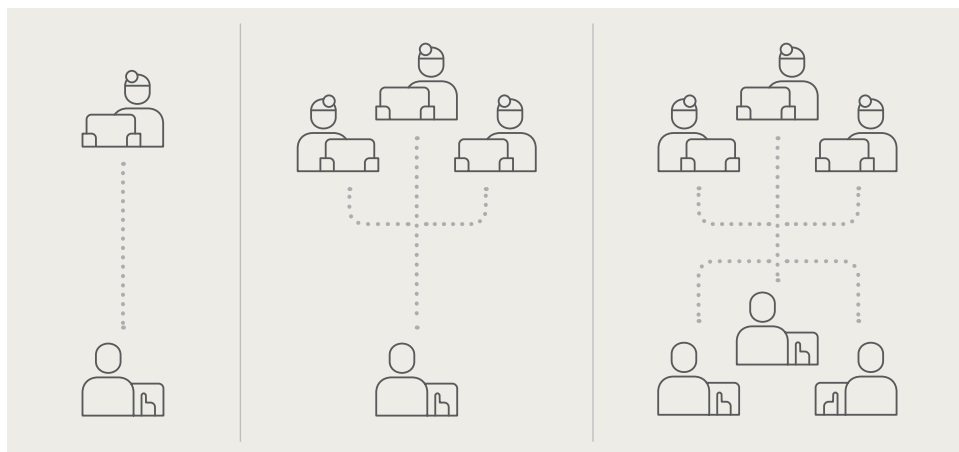
What it is, what it offers,  
and how you can use it.



# What is **virtual engagement**?

Virtual engagement comprises a number of solutions that provide a 'live' experience at a distance. These include one-to-one communication like video conferencing and remote detailing, and also one-to-many solutions that enable various kinds of online meetings and conferencing.

Virtual engagement provides a 'live' experience at a distance. It includes one-to-one communication and various forms of group engagement.



These forms of direct communication can then be supplemented with on-demand channels that are accessed following an interaction. Such channels can be provided in a way that reflects the live experience. For example, healthcare professionals can access microsites following a virtual detailing session that give more detailed information on the specific topics discussed in that call. In this way, the personalised nature of virtual engagement is maintained through additional channels.

Virtual engagement is one of the most promising ways to reach HCPs.

**“49 percent of healthcare professionals attended a virtual meeting to find out about the latest scientific information in their disease area”**

**Ashfield Healthcare**

The Future of Meetings, whitepaper, 2016

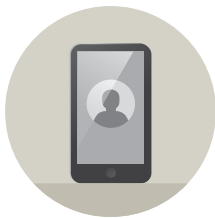
# Why it is being embraced in the life sciences

These kind of communication tools are increasingly used by life science companies to engage their stakeholders, with uptake driven by recent changes in the business environment.



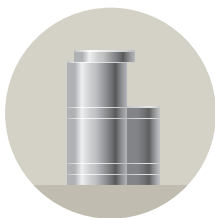
## Changing rules of engagement

First, healthcare professionals face increasing time pressures and simply have less time to give to customer teams. Doctors and nurses also want to be in charge of their own communication, so the flexibility of virtual engagement means that meetings can be scheduled when it best suits them or even, in some cases, provided on-demand.



## New ways of working

Virtual engagement technology is now a viable alternative to traditional forms of communication. For example, while large international conferences may always have a place in life science communication they are no longer the only option. Similar activities can be run online and provide a great experience for participants.



## Cost focus

The adoption of remote technologies is also being driven by the need to reduce costs. The consequent, often dramatic, reduction in the number of sales reps across the industry has companies looking to do more with less. For many, the answer is virtual technologies that enable customer contact to be maintained but in a cost-efficient way - less time on the road, more time engaging with customers.

That said, economic considerations are just one factor. While virtual engagement can be seen as just a replacement for physical meetings, the technology offers specific advantages and opens opportunities to work in new ways that are being welcomed by healthcare professionals.

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# What virtual engagement makes possible

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Virtual engagement enables you to provide the personal service and live experience, that was previously only possible by being physically face-to-face, in a form that is more convenient to healthcare professionals and also more cost effective for you.

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## Increase access to HCPs

Respond to the increasingly difficulty of engaging HCPs face-to-face with the flexibility provided by virtual engagement. Now meetings can be scheduled whenever they best suit HCPs and even provided 'on-demand'. With doctors wanting to be more in control of their own communication, virtual engagement meets new demands and maintains the connection.



## Provide specialised knowledge

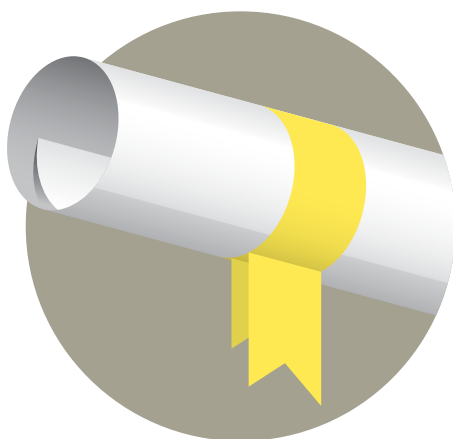
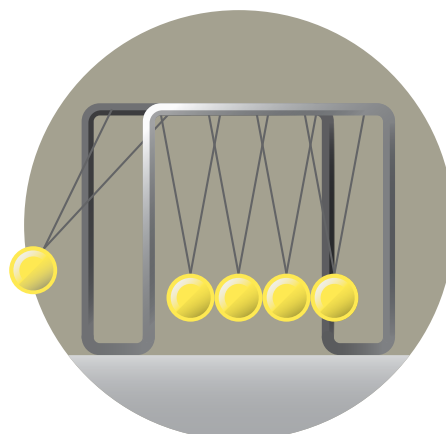
Use virtual engagement technologies to connect healthcare professionals with product experts. Customer teams can, for example, enable a conversation with your medical department to answer specific questions or provide detailed information. This adds value where the demand from HCPs is highest: the provision of medical and scientific knowledge.

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### **Adapt to new HCP organisations**

Meet new business realities through group engagement. With HCPs increasingly working in teams rather than as independent practitioners, there is a greater need for 'one-to-many' communication. Online meetings or 'mini-webinars' enable you to match HCPs organisational structure in an efficient and cost-effective way.



### **Improve sales team knowledge**

With access at a premium, it is vital that customer teams have in-depth and up-to-date product knowledge. Use virtual engagement for regular internal training in a cost-effective way. And supplement with online questionnaires to uncover topics that need clarification or identify people who required additional support.

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### **Communicate niche products at scale**

The efficiency of virtual engagement enables companies to communicate even large portfolios of specialised treatments that result from scientific development of personalised treatments. Smaller companies too, with just a few products and fewer staff, can now also work across geographical areas in ways that would have been impossible before.





### **Empower distributors & partners**

Many companies, particularly in the medtech sector, rely on distributors to communicate their products. Virtual engagement makes it easier to build distributor knowledge levels - and provide a valuable service - with online training. This can be particularly useful when products get updated or an issue needs to be addressed quickly.

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### **Increase your customer reach**

Large numbers of potential customers are currently considered uneconomical to reach, when factoring in rising sales force costs. Virtual engagement changes the equation. With the efficiencies that the technology provides, it is now possible to access many more potential customers - even if they are not considered to be the highest priority.



### **Create new services**

New technologies tend to be first used in traditional ways - applied to do what we did before but more efficiently. Later, uses emerge that offer entirely new ways of working. Virtual engagement is ripe for this kind of creativity. It opens opportunities for new kinds of on-demand interactions, personalised experiences and entirely new customer services.

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# Is virtual client engagement for you?

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The changing life science business environment is opening the door to new technologies and ways of engaging with our stakeholders. Uniquely, virtual engagement takes much of what was so valuable about traditional approaches - the personalised communication and service - and makes it more efficient and delivered in a flexible way that meets healthcare professionals' needs today.

Deliver personal service in a form that is more convenient to HCPs and more cost effective for you.

“The future of meetings is being driven by digital technology that provides a presentational flexibility which is limited only by imagination”

**Ashfield Healthcare**

The Future of Meetings, whitepaper, 2016

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Virtual engagement also opens new opportunities that were simply impossible previously. Now sales teams can connect healthcare professionals anywhere with product experts in your company - providing access to in-depth knowledge. Now your highly-regarded MSLS can work at scale. Now customers that were out of reach can benefit from your services. And now entirely new services can be created to address your specific business needs.

Learn more about virtual engagement and Agnitio's remote solution: [agnitio.com/virtual-client-engagement](https://agnitio.com/virtual-client-engagement)