



# Tech solutions for remote digital engagement





## Romania market digital engagement



> 12 clients PharmaCo and Medical Societies



> 150 webinars contracted  
> 60k HPC's engaged



> 200 h of webinars  
> 150 h of roundtables/workshops



- ✓ Workshops/roundtable
- ✓ Webinars
- ✓ Advisory boards
- ✓ Cycle meetings
- ✓ Digital library (permanent HCP engagement)



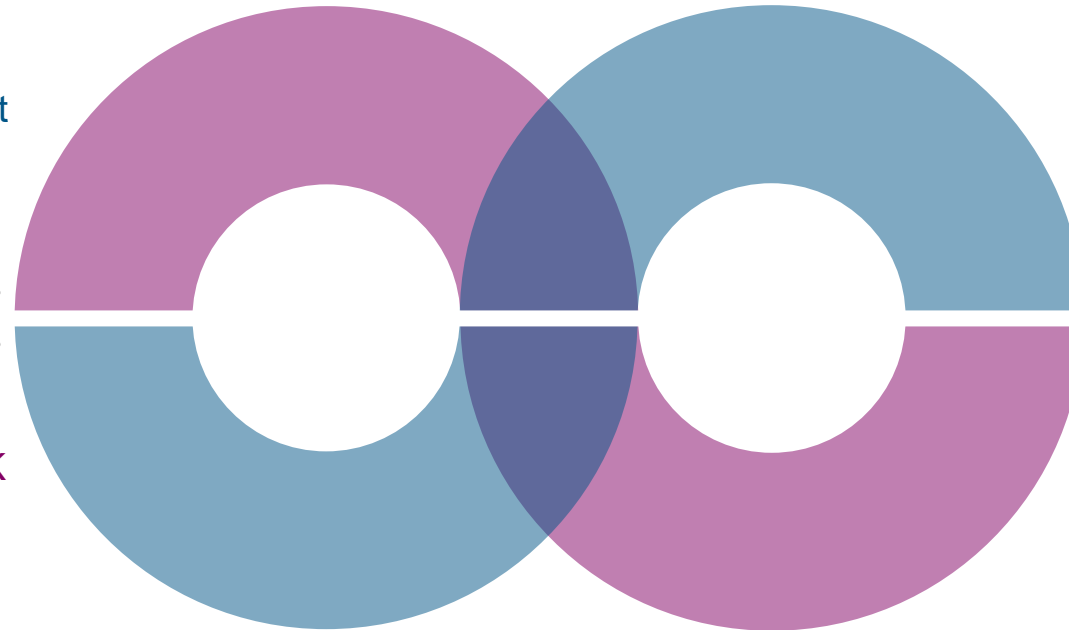
Societatea Română de Alergologie și Imunologie Clinică



# Covid pandemic impact on Digital engagement in Romania

## Basic webinar (roundtable):

- Target list created by client from internal email database
- 30min dry-run for meeting alignment
- No HTML invitation, No event technical support, No registration reports



- Client engagement with targeted HCP's in roundtable format
- 10-20 HCP's engaged
- Contracted clients: 6
- Contracted events: 50

## Advanced webinar:

- Target list defined by client from OK and internal email database
- 1h duration with 1h dry-run session
- HTML invitation
- Event technical support
- Registration landing page and reports
- Event recording

- Client engagement with targeted specialty's for product placement
- 100-3000 HCP's engaged
- Contracted clients: 8
- Contracted events: 60