

Industry
Pharmaceuticals

Purpose
Product Recall

Reach
One thousand medical
specialists

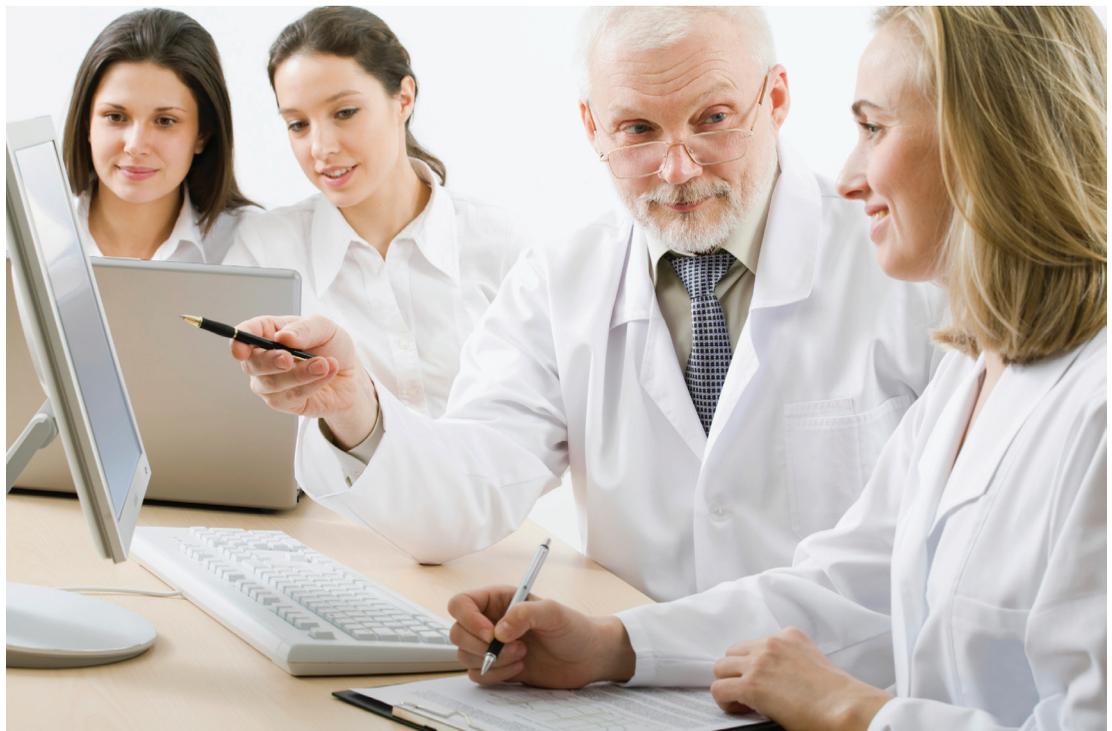
Executed by



Using High Resolution Broadcasts for Urgent Communications

Synopsis

A leading medical device manufacturer had a critical presentation that needed to reach dispersed participants in over thirty separate geographic locations across the United States. Audience participants included both leading physicians as well as many high ranking company associates. The presenters included the senior leadership of the organization, as well as, the chief medical officer and the top Key Opinion Leaders for the product. Image quality was of the utmost importance.



Scope of the Project*

- Scripting the message and managing the presentation flow for the broadcast.
- Researching, testing and procuring the ideal broadcast setting as well as the technical requirements of the remote receiving locations.
- Providing the staffing, technology and high resolution stream for the actual broadcast and recipient locations.

PharMethod's unique combination of healthcare market knowledge, logistical experience and Xyvid's completely customizable, in-house high resolution broadcast platform allowed for an efficient solution for this national event. With Xyvid's technical support on-site at both the broadcast location as well as the remote sites, the team provided a hassle-free experience for both the presenters and the recipient locations.

The client was able to reach over a thousand attendees in the thirty remote locations. Attendee feedback was overwhelmingly positive, including one physician who wrote that "the quality of the transmission was stellar." From a technical perspective, the feedback on the logistical support included the comment "the onsite tech support was great and much appreciated by our sales teams." From a cost perspective, the client had experience with satellite transmissions and was impressed that this program was "a fraction of the cost of a satellite program and equally impressive to the audience."

*(addressed in conjunction with industry subject matter expert and Xyvid sister company, Pharmethod, Inc)