

With so much emphasis on cost reduction and efficiencies across the board, several Top 10 Pharmaceutical companies have recently leveraged Virtual Collaboration Platforms in their Doctor facing KOL, TL, SME, Med Ed, Ad Board, etc. initiatives. The goal was very simple: Reduce Operating Costs. But the actual results proved much more compelling than an appealing ROI; they show how ProtoSphere expanded the reach across geographical boundaries, simplifies the User Experience and capture support for ongoing use. Two examples follow.

Scientific Data Exchange sessions with Key Thought Leadership in a Top 5 Commercial Pharmaceutical Company

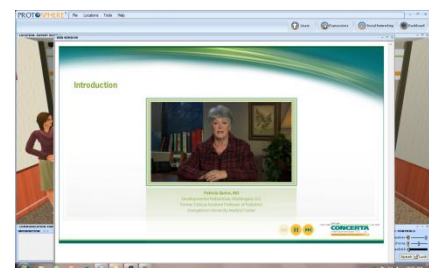
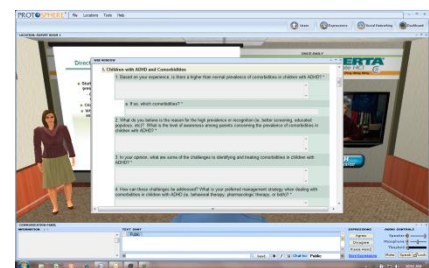
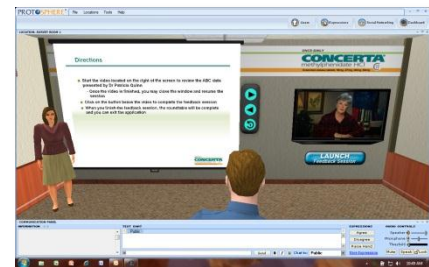
In one specific example set, they executed a series of “Roundtable Feedback” sessions aimed at sharing updated medical information with a small community of their Leadership followed by data collection about each participant’s field experiences.

During the “Roundtable Feedback” sessions, each physician was invited into ProtoSphere and guided through a sequence of steps including: receive instructions via an automatic “BOT”; view a PowerPoint presentation; view a streaming video about a KOL and their recent data findings; and then each completes a questionnaire of their case experiences with the particular drug.

Once collated and synthesized, the company plans a series of “Grand Rounds” sharing the Scientific and collected anecdotal survey information across an audience of 500+ physicians in a series of “Grand Rounds” consisting of ProtoSphere hosted Virtual meetings of 15 – 20 Drs. per sessions.

At the completion of the “Roundtable Feedback” sessions a survey was sent to the participating Doctors. The results were very positive and compelling and include:

- 90% rated the overall environment, its organization and flow of information to be Good – Excellent
- 80% said the environment made the content more engaging
- 100% said they would “Probably – Definitely” attend another virtual event



Expanding Professional Education and KOL sessions in a Top 5 Medical Device Company

In July of 2010 the World's First Virtual KOL session was held in ProtoSphere. During this event a renowned Surgeon presented clinical findings and discussed new surgical techniques he created to a group of surgeons.

When surveyed after the event, all the physicians agreed that ProtoSphere is a viable option for online collaboration among medical professionals suggesting that by bringing physicians from around the world together many benefits would be realized including:

- Reducing the need to travel and providing for the flexibility, time, and cost savings associated with not having to leave their practice
- Providing for a more interactive engagement with colleagues and the ability to access the information anytime, from anywhere
- Its usefulness in fulfilling CME credits

With more than 95% of the respondents rating their overall experience as positive to very positive, one comment in particular summed up what many of the attendees shared:

"It is truly an effective method of providing information without the drawbacks of traveling. As such, I think you will get a greater audience which can theoretically provide a higher level of idea and experience transfer."



For more insight into this and other ProtoSphere firsts, send a message to protoninfo@protonmedia.com.



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