

Treatment Perspectives™ National Broadcast

WHAT IS IT?

Treatment Perspectives National Broadcast is a targeted-audience, dynamic, LIVE discussion between customer targets and the brand's top 3 national KOLs. An approved speaker deck is used as the basis for the script, which is pre-recorded as a credible and compliant presentation video. The recording is broadcast up to 9 times in 1 day, and each broadcast is followed by live Q&A between the audience and the program KOL presenter(s). The broadcast recording can be further utilized for future broadcasts (with or without a live KOL Q&A session) or housed on an OnDemand platform online. Event marketing is driven by the brand sales force and augmented up to 30% by Relevate Health recruitment through our Treatment Perspectives Network of 1.4+MM HCPs.

WHEN TO USE

- Launch of new brand requiring a significant share of voice from the outset
- Reaching established phase or nearing loss of exclusivity for a brand's lifecycle with no new data to create buzz
- Refreshing or updating brand marketing that would benefit from being rolled out using top KOLs for consistency and share of voice
- New data release and/or desire to blunt the noise coming from a competitor

REASONS TO BELIEVE

- 67% of HCPs are interested in more peer-to-peer education
- 83% of HCPs are likely to prescribe a new drug if it's endorsed by a KOL

METRICS AND PROOF POINTS

Program averages

- **2,850** attendees per event
- **40%** prescribers
- **60%** treatment team members

- Relevate Health augments recruitment efforts by the brand's sales force with an additional **~30%** registrants/attendees

HOW IS IT DELIVERED?

Brand-trained national KOL speakers deliver a specialty-relevant presentation to targeted HCPs, distributed via a live webcast, with the opportunity for future rebroadcasts and OnDemand online viewing.

Non-Personal Drivers

- Banner (digital display)
- Email
- Treatment Perspectives Educational Coordinator Network

Personal Drivers

- Sales force
- Relevate Health call center
- Rep-triggered emails

