

WHAT IS IT?

REPCast allows reps to choose from a library of pre-approved content to design and record custom videos of themselves. Machine learning and compliance-approved process ensures that the rep stays on-script for scalability and ease of approval from medical, legal, and regulatory review.

WHEN TO USE

- 87% of HCPs want only virtual or a mix of virtual and live meetings with reps

REASONS TO BELIEVE

- 50% of HCPs consider videos to be among the most useful resources available when learning about treatment options for their patients
- Allows reps to maintain share of voice in a virtual environment
- Novel way for reps to extend themselves into their territory in a personal manner

METRICS AND PROOF POINTS

- **38%** open rate
- **22%** click through rate
- **80%** engagement rate

HOW IS IT DELIVERED?

Emails with an animated GIF of the rep are sent from the rep's customer relationship management (CRM) platform (e.g., Veeva or IQVIA). When the HCP clicks on the video, it automatically opens in their browser. The video is hosted on a REPCast site that allows the HCP to explore or link to both custom and generic brand information. In addition, a convenient calendar feature is provided for the HCP to schedule a follow-up meeting with their rep.

Non-Personal Drivers

- Email

