



PharmATTEND

Attendee Recruitment

What is PharmATTENDSM?

PharmATTEND is a recruitment service provided to increase targeted participation in live and online web events. Using a process that's integrated with a client's sales force — and by accessing audiences through multiple channels — we can successfully target, reach and remind attendees about events specific to their demographic and interests.

Platform Overview

The PharmATTEND service program is customized based on client targets and event goals; and it uses client crafted and approved scripting/messaging. Our recruiting staff, healthcare customer service specialists trained in communicating with physician offices, is thoroughly educated on each event to guarantee maximum participation. PharmATTEND recruits within selected access channels and provides detailed reports on all recruitment activity.

- Individual Access: provides direct communication to client lists or our own quality physician data. This includes outbound calls, outbound fax and e-mail correspondence. Call dialogue includes getting permission to send event messages and/or invitations and a second, follow-up call is placed to confirm receipt of the communication.
- Hospital Access: provides access to and recruitment of targeted physicians and other healthcare professionals via a nationwide network of hospitals. Member hospitals disseminate event invitations to the physicians affiliated with that facility.

Deliverables

- Highly-trained recruiting staff
- Maximum possible participation level
- Weekly registration reporting
- Custom developed database
- Client specific database
- All teleconference charges included

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www.pharmethod.com