



PharmaCAST



# Virtual Reach

## What is PharmaCAST<sup>SM</sup>?

PharmaCAST is a unique, virtual meetings platform utilized to access and interact live with targeted audiences for promotion, education and training. While web streaming is a main component, PharmaCAST provides additional functionality that far exceeds the capabilities of any other solution in the marketplace. In addition to technologically supreme, real-time access to customers, PharmaCAST provides complete viewer registration details and actionable, post event information including event content archives, and ROI cost analysis.

## Platform Overview

A PharmaCAST meeting (direct connect or rep-hosted events) consists of a video presentation broadcast over the internet to select remote locations. Components include:

- A technician and terminal at each broadcast
- A remote host to run the event
- Video and audio delivery (initiated from the office of a client selected KOL or a group talk environment) along with a synchronized slide set
- User chat and questions
- Live polling
- Data reporting

## Applications

- Virtual Promotional Meetings
- Virtual Speaker Trainings
- Virtual Investigator Meetings
- Virtual Advisory Boards
- Satellite Symposia
- Virtual Sales Product Trainings
- Teleconferences
- Compliance Training and Testing

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