



MedPoint Communications, Inc.

www.medpt.com

Industry

Life sciences

Challenges

- Improve collaboration among researchers in drug trials
- Provide clinicians with rapid, timely access to drug trial information

Solution

- Adobe Connect for Web Meetings
- MedPoint is using Adobe Connect software to streamline collaboration and information sharing among researchers, physicians, and others involved in drug trials.

Results

- Improved quality and timeliness of clinical presentations
- Reduced training and travel costs
- Accelerated creation and updating of presentations
- Enhanced collaboration across research teams worldwide

Systems at a glance

- Adobe Connect

MedPoint Communications

Leading services firm uses Adobe® Connect™ software to transform how drug companies and clinicians collaborate and share information worldwide

New efficiencies in drug research and testing

With approved drugs earning upwards of a million dollars a day, there is tremendous pressure on biopharmaceutical companies to bring new efficiencies to clinical research. Integral to streamlining drug evaluation and approval processes is improving collaboration across the many parties—pharmaceutical executives, researchers, physicians, and others—involved in clinical trials.

Traditionally, keeping managers up-to-date on the latest drug trial developments required extensive travel budgets, costly administration, and a large time commitment from clinicians and pharmaceutical managers. “We have to continually communicate complex information as quickly and securely as possible,” says Craig Ward, senior developer at MedPoint Communications, a world leader in providing specialized education services to the biopharmaceutical and global healthcare industries.

Although regular meetings with clinicians are the ideal way to communicate details about best practices, treatment protocols, reporting procedures, recent findings, and other information, arranging frequent in-person meetings can be cost-prohibitive for biopharmaceutical companies and inconvenient for busy physicians working on clinical trials. To address the problem, MedPoint sought out a reliable web conferencing solution that would give participants easy access to meetings and support rich presentations filled with video, live images, and audio.

Standardizing on proven technology

“Adobe Connect software delivers the right mix of power and ease of use,” explains Ward. “We can quickly pull together and present engaging conferences with detailed slides, molecular animations, prerecorded video, and live discussions. Online meetings—even if they look complex—are easy to assemble and present using Adobe Connect.”

For MedPoint, the Adobe solution supports the firm’s goals of using leading, proven technologies for pharmaceutical marketing and medical education, and enhancing clinician meetings by providing physicians and researchers with unprecedented access to each other and to the latest information.

The challenge was not only to create dynamic meetings but also to standardize on a low-footprint solution that did not require users to purchase costly client software. “More than 200 participants from around the world might attend a meeting,” explains Ward, “so ensuring that authorized participants have reliable, easy access to sessions was a must.”

Streamlined processes yield impressive results

Using Adobe Connect, MedPoint can take slides, video, photos, and other content from presenters and quickly assemble those materials into a seamless presentation. Equally important, the Adobe software makes it easy to accommodate last-minute changes from presenters, who always want to integrate the most current research into discussions with their colleagues.

Prior to scheduled meetings, presenting physicians and pharmaceutical executives typically use Adobe Connect to host a smaller meeting of their own to run through their presentations and provide feedback. Such online sessions also help presenters understand how their discussions relate to other presentations.

In a typical week MedPoint hosts more than 40 web meetings, some with hundreds of participants and dozens of presenters worldwide who only need an Internet connection and Adobe Flash Player software to attend. Adobe Connect software helps the company improve the quality and timeliness of clinical presentations while reducing training and travel costs across its dispersed workforce.



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Craig Ward
Senior developer, MedPoint
Communications

In some cases, if they cannot attend scheduled meetings, physicians record their presentations in advance. "With Adobe Connect, we can seamlessly mix prerecorded content with live presentations," says Ward. "This lets us flexibly address the varied demands of presenters while providing meeting participants all information in a single session."

Ready access to engaging meetings

An important advantage of using the Adobe solution is that authorized clinicians need only an Internet connection and the free, ubiquitous Adobe Flash[®] Player software to participate in the online meetings. As a result, pharmaceutical companies can engage in real time with research partners anywhere, without incurring the costs and hassles of continually updating client software on users' computers.

An added benefit of Adobe Connect is that the integrated Secure Sockets Layer and other security features help ensure confidential meeting information stays safely within an online conference. "With our online conferences, we constantly balance the need to provide easy access to information with the need to safeguard it," says Ward. "Enhanced security in Adobe Connect helps support this goal."

Creative approach to online conferences

The success of MedPoint's online meetings is evident; in a typical week, the firm hosts more than 40 web meetings for biopharmaceutical clients, with some meetings having hundreds of participants and dozens of presenters. For clinicians unable to attend these live Adobe Connect meetings, the sessions are recorded for viewing at a later time.

"Adobe Connect expands how we create, present, and deliver information," explains Ward. "We can even extend the software's capabilities using the Adobe Connect software developer's kit (SDK) to create more customized conferencing experiences." For example, welcome pods in different languages can be developed to accommodate participants from around the world. And by leveraging other Adobe solutions, such as Adobe Connect for training, the company has a cost-effective, easily managed approach to keeping its dispersed workforce current on company practices.

"The response to Adobe Connect has been terrific," says Ward. "Presentations can go off without a glitch and are clearer and more engaging. With the reliable and informative conferences, our pharmaceutical clients are enthusiastically embracing online meetings."

For more information
www.adobe.com/products/adobeconnect



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