

Digital Engagement Solutions for Pharmaceutical and Healthcare

Healthcare
Digital Engagement
by **arkadin**

Digital Engagement solutions focus on webinars, video content and medical portals to help you to maximise the impact of your communications.

Arkadin works with 7 of the world's top 10 pharmaceutical companies to:

- Leverage webinars, virtual meetings, videos & HCP portals to offer an on-going added-value engagement with healthcare communities (HCPs, KOLs, patients, MSL/ med rep and investigators)
- Conduct engaging internal communication updates, including town halls and on-going training across the enterprise

Medical

Arkadin works with medical teams to:

- Deliver seamless virtual investigator meetings
- Effectively leverage KOLs globally to conduct remote advisory boards
- Increase the reach of any symposia or KOL talk through webinars and webcasts

Marketing & Commercial Excellence

Arkadin works with marketing, commercial excellence and digital teams to:

- Enhance the customer's digital journey with interactive and engaging video content, webinars and video meetings
- Increase reach of congresses and symposia
- Extend and facilitate medical rep team touch points with HCPs

Internal Communication

Arkadin works with internal communication, leadership and public affairs teams to:

- Actively engage your workforce
- Offer persistent internal video capabilities
- Deliver polished and professional town hall meetings
- Overcome geographic boundaries to improve your company, departmental and team communications



Key benefits of Arkadin Digital Engagement Solutions



Tools to drive attendee engagement



Video meetings, webcasts and webinars



Multi-lingual - translation and transcription



Dedicated project manager



CRM, data lake & portal integration capabilities



AV crew, studios & on-site support to KOLs/speakers

A global service delivered locally – Arkadin is where you need us

Arkadin Healthcare Digital Engagement teams are located in more than 30 countries around the world providing on-site support and audio-visual services for managed medical webinars and virtual meetings.

To discuss your requirements,
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arkadin
CLOUD COMMUNICATIONS
an NTT Communications Company

NTT Communications
Transform. Transcend.

Digital Engagement Solutions

arkadin
Digital
Engagement

Digital Engagement solutions focus on webinars, video content and audio conferencing to help you to maximise the impact of your communications to help you meet your business objectives. Arkadin combines leading technology platforms with best in class service to deliver seamless digital engagement experiences to you and your participants.

Digital Streaming & Webcasts

High profile one- to-many audio or video broadcasts for delivering engaging presentations with slides to large audiences while they listen and participate online

Managed Digital Meetings

Smaller collaborative meetings with a professional touch and pro-active support for all participants including setup, training and connecting by video

Customised Digital Environments & Portals

Branded, single-sign-on sites for delivering multiple format live and on-demand content for standalone events and ongoing channels

Managed Audio Events

Fully managed conference calls including moderator welcome, speaker introductions and managed Q&A with assistance for all attendees

Marketing

Arkadin works with marketing and digital teams to:

- Enhance the customer's digital journey with interactive and engaging video content, webinars and video meetings
- Encourage & track interaction and generate leads
- Increase reach of conferences and events

Internal Communications

Arkadin works with internal communication, leadership and public affairs teams to:

- Actively engage your workforce
- Deliver polished and professional town hall meetings
- Overcome geographic boundaries to improve your company, departmental and team communications and facilitate executive meetings

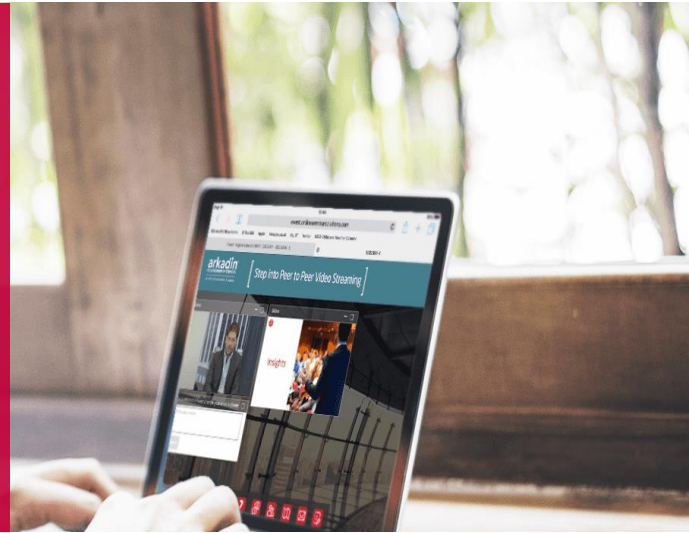
Government

Arkadin works with government agencies and communications teams

Training & Education

Arkadin works with teams across the organisation to deliver:

- Live and on-demand training sessions
- Multi-streamed, interactive training events and kick-offs



Key benefits of Arkadin Digital Engagement Solutions



First class managed service



Video meetings, webcasts and webinars



Multi-lingual - translation and transcription



Tools to drive attendee engagement



CRM, data lake & portal integration capabilities



AV crew, studios & on-site support to KOLs/speakers

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