

DIGITAL MEDICAL EDUCATION

Go Digital to Boost your Meded Activities!



YOU ARE

A company active in Medtech, Biotech, Diagnostics, or Life Sciences and willing to:

- Be visible outside of the classical live meetings & Meded tools
- Reinforce your image of innovator
- Reach out to more healthcare professionals
- Help your customers gather CME points by taking part in e-courses & e-congresses
- Offer the same digital education tools to train your Meded & Sales Teams.

WE OFFER YOU

A complete portfolio of innovative digital Meded tools such as:

- Customized e-learning platforms, e-courses
- Digital meetings (advisory boards, classrooms) & broadcasted live cases
- E-congress (virtual congress hall, conference reporting/streaming, e-learning)
- Scientific e-digests apps (video & podcasts format), online journal clubs
- Congress apps to enhance event experience & gather audience's feedback
- Clinical gaming/VR & learn-by-doing technology to practice clinical situations.

The possibility for your HCP customers to receive CME credits as all our Meded solutions are co-developed with our sister-company and EACCME®-accredited medical communication agency:

e-LEARNING
PLATFORMS

DIGITAL CONGRESSES
& e-MEETINGS

e-CME ACCREDITATION

e-DIGESTS

BROADCASTED LIVE
CASES

CLINICAL GAMING / VR

BUSINESS CASE 1

Context: A medical foundation wants to develop a blockchain-based e-learning platform to revolutionize the way HCPs learn and share knowledge with peers. The platform should offer HCPs the possibility to i) easily access high-quality content for professional education and get CME credits, ii) participate in content creation and share their opinions about published content, iii) exchange knowledge with peers.

Vivactis roles & deliverables:

- Blockchain concept co-development together with the foundation's Management Team and a specialized lawyer
- Web development/customization of the Vivactis e-learning platform as per customer's needs, including the digital congress part (virtual congress hall, congress content streaming, CME section)
- Platform brand positioning and communication plan to promote the platform to potential HCP contributors/authors, platform users, scientific societies, industrial sponsors
- Promotion of the platform to potential industrial sponsors.



BUSINESS CASE 2

Context: A life sciences company wants to share on a regular basis the results of its published research with HCPs and scientists in the field by using digital means.

Vivactis roles & deliverables:

- Summary of the core messages of scientific publications provided by the customer
- Creation of short and intuitive infographical digests in video form
- Web development/customization of the Vivactis Twist & Science app as per customer's needs, to allow quick e-digests publication & sharing by the customer and easy access by HCPs and scientists to the published content.



CONTACT US

Vivactis Switzerland is a **biomedical communication agency** specialized in healthcare and life sciences and member of **Vivactis Group**. We are active in product launch & marketing strategies, medical and scientific marketing & communication, medical education, conception of clinical studies, direct-to-patient communication, and scientific support for investors.

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