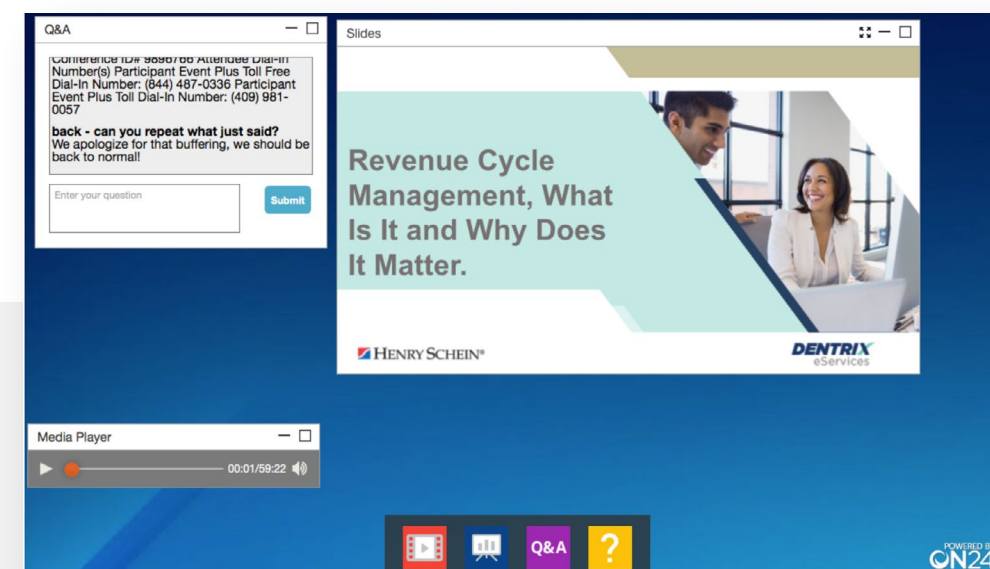


11 WAYS LIFE SCIENCES CAN DRIVE DIGITAL ENGAGEMENT



INTRODUCTION

LIFE SCIENCES IS A CHALLENGING INDUSTRY.

Organizations must launch products, educate customers, and engage with busy Healthcare Professionals — often virtually and at a distance, no less — while providing sales representatives and distributors with the information and tools they need to help clients drive better patient outcomes.

All of this must be done while maintaining compliance with strict regulatory requirements.

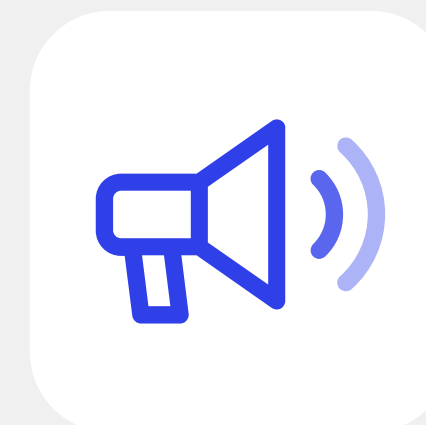
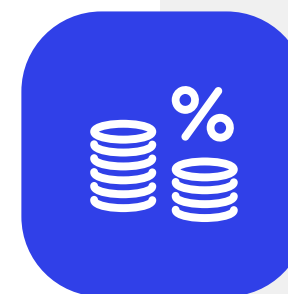
So how can a marketer or sales representative drive successful engagement and conversion in such a high-touch and heavily regulated industry?

Digital experiences provide a solution.

With the right digital tools and experiences, life sciences companies can easily produce, organize and target content to engage and educate audiences across the buying journey.

And, with the right martech stack in place, these experiences can help teams quickly identify interested and engaged HCPs and automatically provide them with the latest information on a possible treatment — all without meeting in person.

Flip through this lookbook to see how your peers in the life sciences industry use digital experiences — like webinars, content hubs and more — to connect and educate audiences, facilitate industry events and drive results that matter.





Roche is a leading, multinational healthcare company facilitating cutting-edge research for pharmaceutical and diagnostics professionals.

Like most R&D firms, Roche must clearly explain its developments and products before being used in the field. Often, this means connecting its expert researchers with healthcare professionals worldwide.

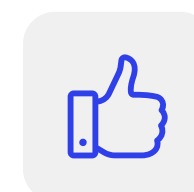
To boost its reach and connect with HCPs in every region, Roche uses ON24.

Most importantly, Roche knows its events provide real value. In fact, 76% of the healthcare professionals attending the company's events said they adjusted their treatments and patient care protocols based on information they learned from Roche's webinars.



ON24 TIP: PROACTIVELY ENGAGE YOUR AUDIENCE BY ANSWERING THEIR QUESTIONS AND CONCERNS.

This way, you can quickly and easily identify pain points and viewpoints and adjust your sales outreach accordingly.





Align Technology produces technological advances that lead to quicker, less invasive treatments and procedures. But to get its innovations in the hands of the dentists and orthodontists that would use them, Align must connect its key audiences with the researchers and engineers who can provide quality training on its equipment.

Align created a three-phase educational program for dental device education with ON24-powered webinars to provide this training. But Align Technology did more than just educate — it also scaled its message to a global audience through highly targeted engagement hubs and landing pages.

With ON24’s content marketing solutions, Align Technology can easily personalize content to an audience based on the topic, language, level of experience and medical profession. Now, Align Technology has a system where it can craft on-demand resources that, in turn, encourage medical professionals to spend quality time with the brand, learn about its latest innovations and complete certifications at their leisure.

ON24 TIP: INTEGRATE YOUR WEBINARS INTO PERSONALIZED LANDING PAGES AND CONTENT HUBS TO MAXIMIZE CONVERSION RATES.

Offering customized landing pages and content hubs, can maximize your impact with minimal effort and provide your audience with better experiences.



Special Markets Learning Hub

iTero: Go Digital, Win Big C-Suite Pitch Deck

iTero: Go Digital, Win Big. C-Suite Pitch Deck

This on-demand webinar presents the pitch deck designed for the C-suite in the DSO space. This presentation includes the pitch and script for download.

The key topics discussed in this presentation are:

- Value Proposition
- Comprehensive Scanning
- Implementation & Training
- Financial Projections and Summary (ROI)
- Pricing and Promotions

Once you complete the on-demand view of this pitch, please complete the following activities:

1. Download this presentation

Customer-Facing Content

Full Mouth Scanning for Invisalign clear aligners: Start to finish

All sections edited together in entirety Full mouth scanning for Invisalign with the iTero Element Scanner, including best practices and detailed scanning...

Scanning a single-unit crown: Start to finish

All four sections in entirety Learning Objectives: Best practices while scanning Completing the prescription Step-by-step scanning...

25 minutes: Invisalign Outcome Simulator

The iTero® Restorative Advantage

INTERNAL TRAINING TOPICS: Tools and Utilization Review

Live Training - Invisalign Outcome Simulator
12PM Pacific time zone...

Open the software from your iTero Element Scanner and www.MyiTero.com Navigate the virtual simulation using the toolbar Adjust the simulated outcome with the...

Live Training - Invisalign Progress Assessment
12PM Pacific time zone...

Access the Progress Assessment report from your iTero Element Scanner and myitro.com Display different model views with the Progress Assessment toolbar...

Live Training - iTero Viewer and Timelapse
12PM Pacific time zone...

Access the iTero Viewer from your iTero Element Scanner and myitro.com Display different model views with the iTero Viewer controls Discuss with the patient...



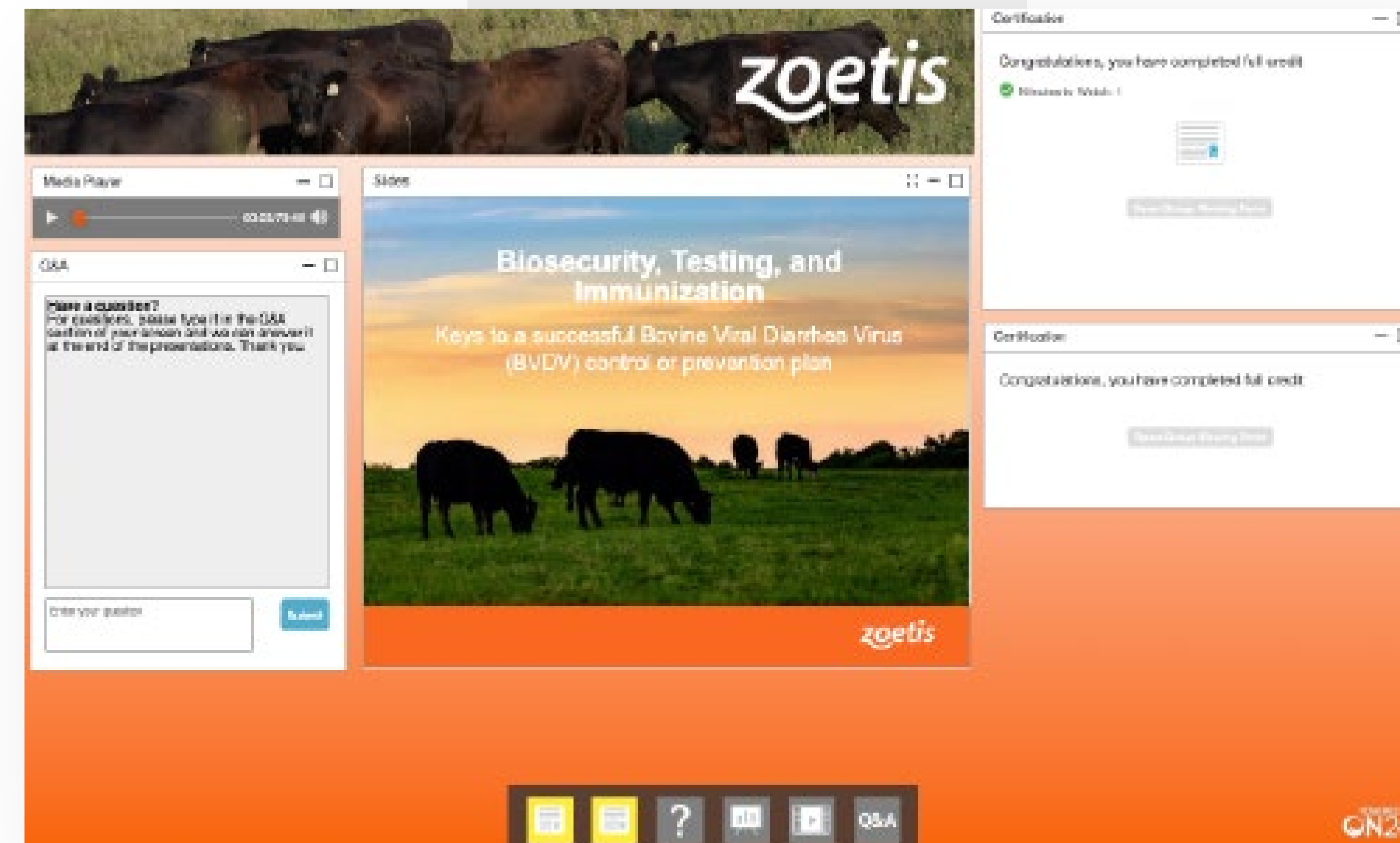
Like traditional human pharmaceutical companies, Zoetis works closely with distributors and veterinarians to sell its products and provide expert education on its drugs and therapies.

But Zoetis realized it had an opportunity to cement its brand as a key opinion leader in veterinary pharmaceuticals and expand its training program's presence in the animal health community. To achieve these goals, Zoetis turned to webinars powered by ON24.

With ON24-powered webinars, Zoetis established an official accreditation program to help veterinarians keep up with their yearly continuing medical education requirements.

But the company knew it could do more with its digital experiences. Its solution: expand event reach to more than 100 countries (including localized content) while using its digital presence to build brand trust and automatically gather insights into visitor behavior.

Finally, with ON24-powered insights and analytics, Zoetis can assess attendee interest and engagement. Engagement scoring lets the company know where a lead is in the buyer's journey and empowers its marketing and sales teams to adjust their outreach approach to serve timely and relevant content.



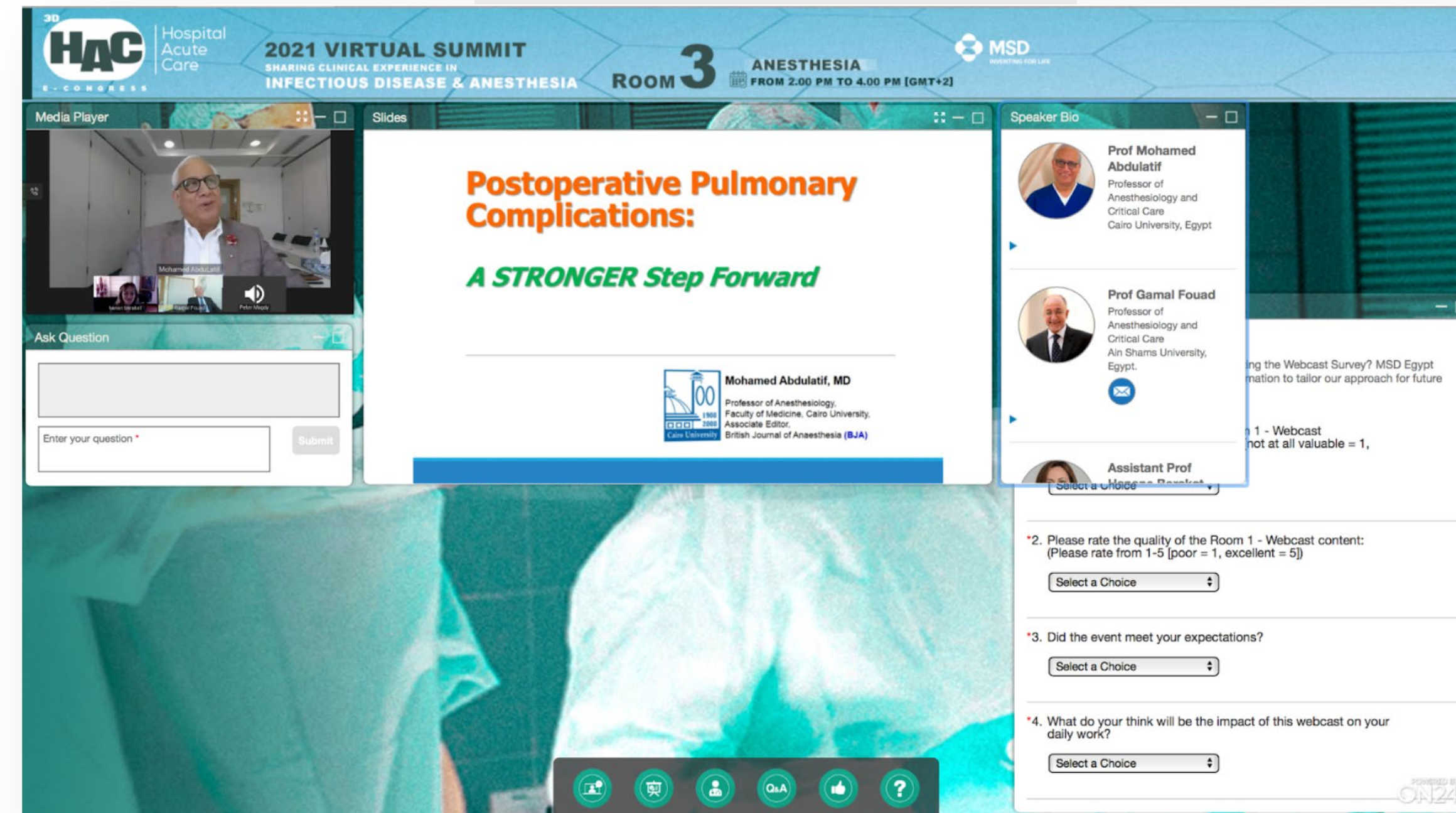


As a research-intensive biopharmaceutical company, MSD hosts a lot of healthcare conferences and summits. But regulations and limits on travel due to COVID-19 concerns put a damper on MSD's in-person event strategy.

MSD turned to ON24 to host virtual healthcare events, like its 2021 Hospital Acute Care Virtual Summit on Sharing Clinical Experience in Infectious Disease and Anesthesia, to overcome this challenge.

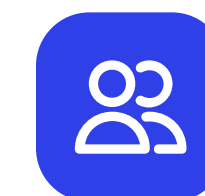
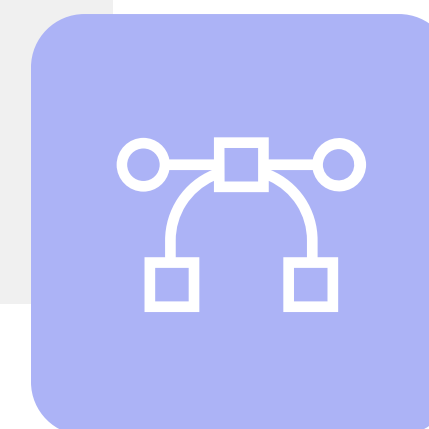
Through ON24-powered virtual summits, MSD can easily connect presenters, team members and key opinion leaders with a range of healthcare professionals. These virtual events also provide MSD with an ideal venue to educate HCPs on new techniques and innovations.

Not only that but MSD's use of virtual summits and event empowers its representatives to connect with HCPs in a compliant format — helping the organization to grow its business while staying abreast of regulations.



ON24 TIP: TAKE ADVANTAGE OF THE DESIGN CAPABILITIES OF ON24 BY GIVING YOUR WEBINARS A CUSTOM LOOK THAT MATCHES YOUR BRAND IDENTITY OR EVENT THEME.

The webinar console can be fully customized to match your brand's unique colors, fonts, imagery and more.





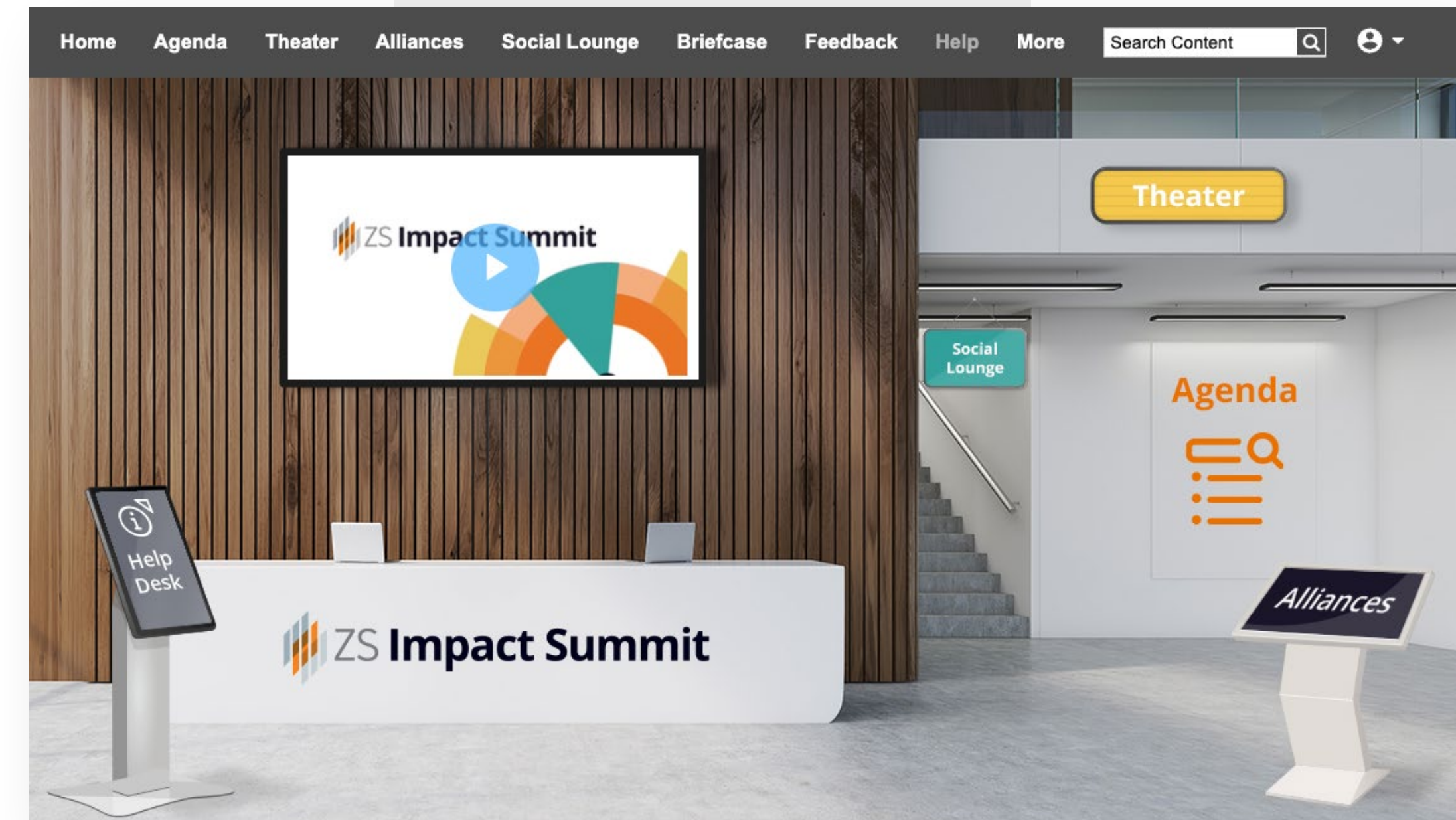
ZS is a professional services firm that works with companies to develop and deliver products that drive value and results for the healthcare industry. ZS hosts an annual event, the ZS Impact Summit, to connect and educate its audience.

But, due to health concerns created by COVID-19, ZS had to change up its conference format. Nevertheless, it still needed to engage with thought leaders in the life sciences industry, develop business and highlight its perspectives in life sciences — and that’s where ON24 comes in.

ZS turned to ON24 to help the organization to reproduce its annual summit in a virtual context. It needed to produce a virtual show floor, highlight partners and offer attendees entertainment and activities on top of the typical keynote and breakout sessions it’d normally run.

With ON24, ZS produced a stunning virtual environment that tripled the attendees it’d typically see at an in-person event. Participants could easily navigate the summit through an ON24-powered interface, watch keynotes, download reports, and see what ZS had to offer during the live event itself and on their own time through on-demand availability.

ZS didn’t stop there. The company uses ON24 to produce a webinar program, “Impact Series.” With ON24 Webcast Elite, ZS can customize its event to fit its brand, engage with loyal clients and gain valuable insights into who interacts with it. Then, with actionable insights, the ZS team can personalize its outreach to each prospect or client.





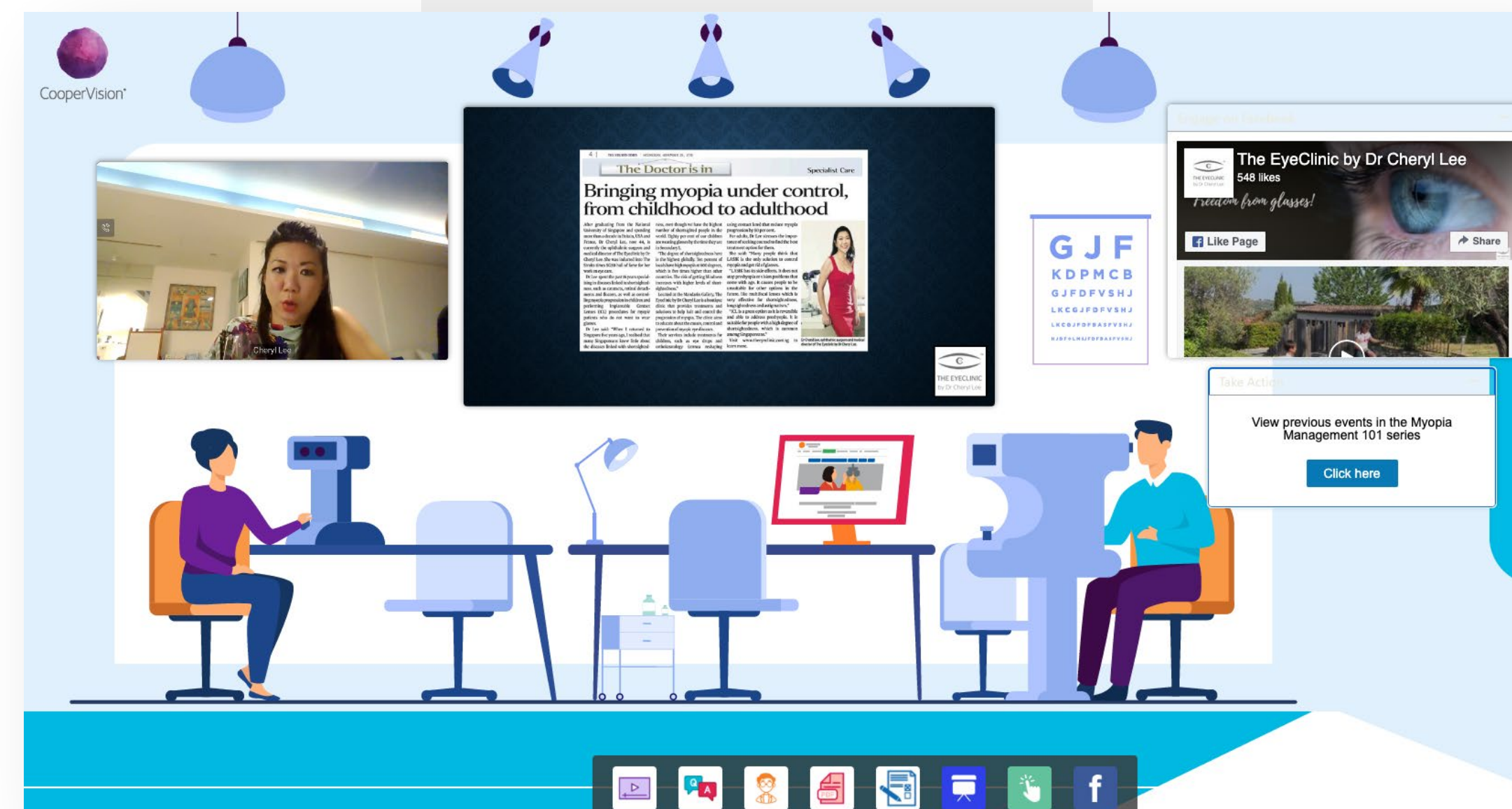
CooperVision is the leading manufacturer of contact lenses across the Asia Pacific region. But getting its products in front of a customer's eyes is made difficult by a massive region with various laws, regulations and COVID-19-related lockdowns.

CooperVision needed to create experiences that stood out and engaged eye care professionals throughout the region to overcome these challenges. So, the company turned to ON24-powered digital experiences.

With ON24, CooperVision crafted a five-part webinar series spread across five months. With a focus on myopia management, the series provided attendees with relevant content offers, community insights through polls, and educational resources they could refer to later.

CooperVision saw more than 1,000 attendees through this unique series with more than 70% asking for follow-up communications. In fact, according to CooperVision, the webinar series generated so many leads that they could afford to get "really picky" on the leads they would spend time following up with.

Fortunately, ON24's advanced real-time analytics took a lot of guesswork out of the process by highlighting hot leads and providing the company's sales force with the insights they needed to continue conversations and close deals.



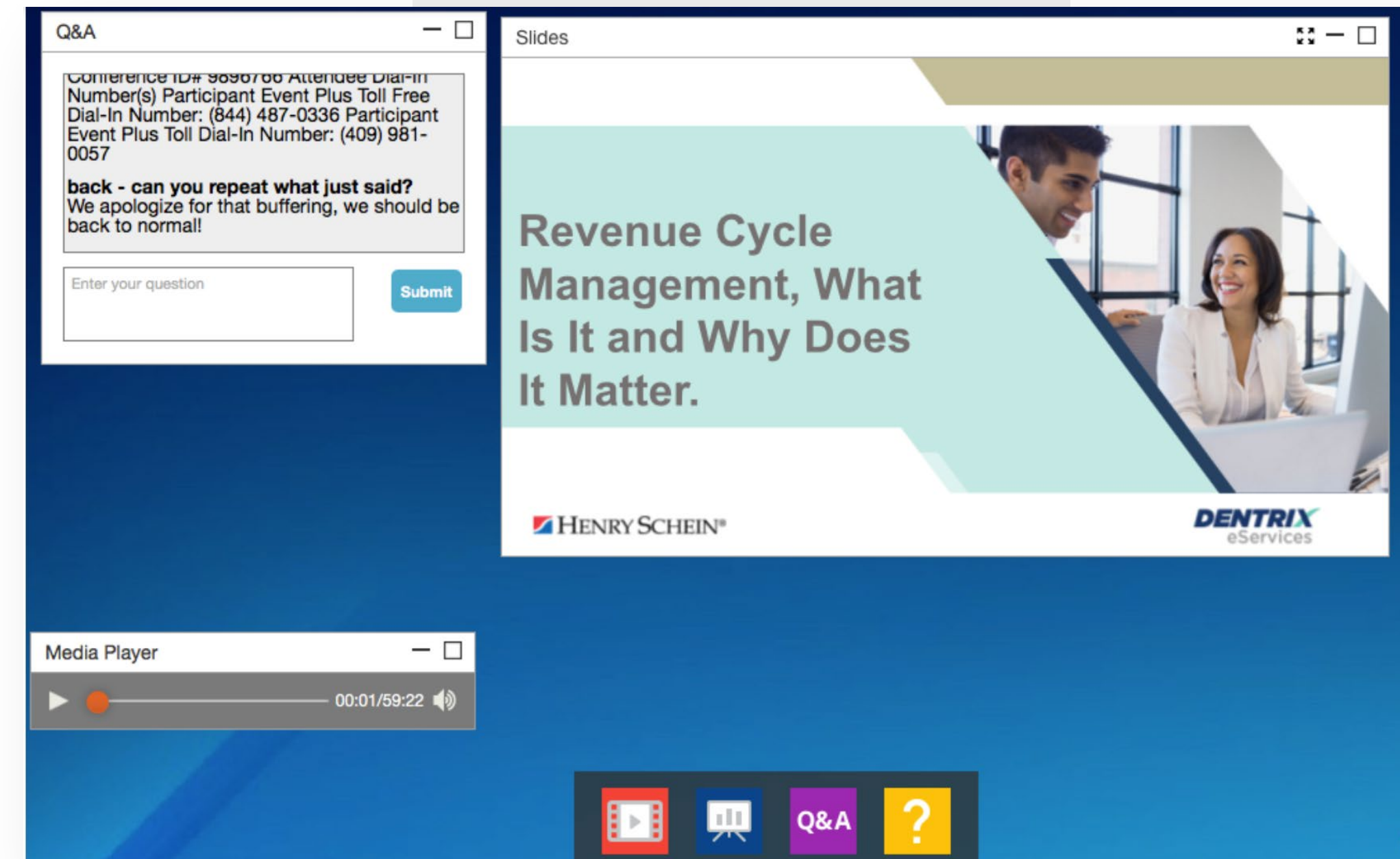


Henry Schein provides products, services and distribution solutions for office-based healthcare professionals. But its customers, which range from dental and medical to veterinary healthcare, also need guidance on the latest techniques, product updates and best practices in the field.

To educate, Henry Schein Practice Solutions uses webinars. But these informative digital experiences also served a second purpose: they helped Henry Schein’s sales team to upsell through interactive demos and overall better content journeys.

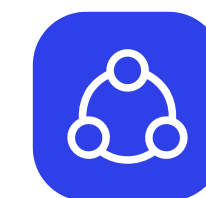
With ON24’s robust engagement data, analytics and attendee insights, the Henry Schein team can gain instant access into audience participation. Resource downloads, clicks, time spent in a webinar — even questions asked and on-demand viewing metrics — are all tracked in real-time.

With this information in hand, Henry Schein’s sales and marketing teams quickly follow up with a lead, design a better content journey and keep key accounts engaging with the company.



ON24 TIP: ENSURE YOUR WEBINARS ARE AVAILABLE ON-DEMAND SO CUSTOMERS CAN ENGAGE WHENEVER AND WHEREVER THEY ARE.

With business becoming increasingly global and remote, many audiences prefer on-demand webinars. Provide this option to help your audience succeed.





After 175 years, ZEISS, a German manufacturer of optical systems and technology, has some insight into running, promoting and managing a global business. Not only that, but its team clearly understands how to keep up with trends and changes within its industry.

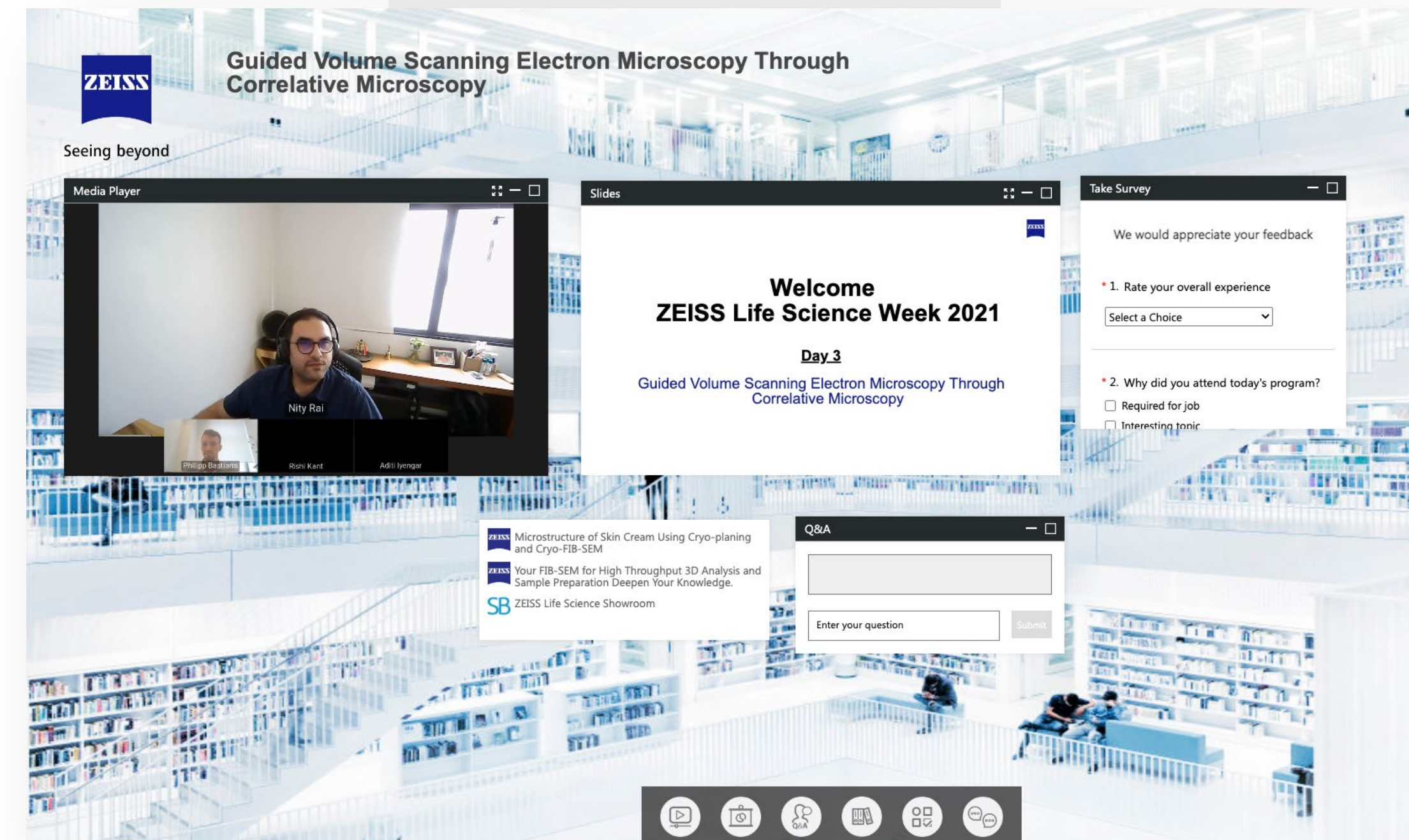
Circa 2022, that means knowing how and when to take advantage of digital solutions to enable its products and connect with employees and prospects across the globe. To do this, ZEISS turns to webinars.

With ON24-powered webinars, ZEISS can quickly set up fully-branded, interactive digital environments that engage and educate attendees. Additionally, the interactive nature of its webinars also helps the company fuel its pipeline and drive revenue.

ON24's advanced analytics and engagement tools make it easy to understand where a lead is in their buying journey and encourage them to take the next step. Engagement features, like ON24's CTA tool, engagement features can quickly connect a prospect with a sales rep.

But the most attractive feature of ZEISS' webinars, at least to its audiences, is its ability to issue CPE credits and certifications. ON24 empowers ZEISS' compliance with crediting agencies to ensure attendees get the quality education they need.

And with its library of educational content and on-demand webinars, the company can connect, educate and certify a variety of professionals on trends and processes in the field while becoming a trusted resource for professionals everywhere.





Eli Lilly is a leader in the life sciences industry. It must ensure its employees, partners and customers deeply understand the pharmaceutical and medical solutions it produces.

The problem, though, is that it has a lot of customers spread across the globe. Providing quality educational content consistently to these audiences isn't easy.

That's why Eli Lilly uses ON24-powered webinars. With engaging and sophisticated digital experiences, the pharmaceutical giant could easily scale its digital outreach. For example, it can pull thousands of attendees into a single experience or duplicate and caption an event in a non-English language to connect with local audiences.

With a sophisticated webinar strategy, Eli Lilly's remote employees and partners can also interact with internal subject matter experts, discuss products and positioning and quickly set up their events to enable its sales force with the latest information.

The screenshot displays a webinar interface with the following elements:

- Header:** "CEO Connect 2018 Team Lilly" and the Lilly logo.
- Media Player:** A video window showing a presenter on stage in front of a backdrop with portraits.
- Slides:** A red slide with the text "TEAM LILLY" and a navigation bar below it.
- Q&A/Issues:** A text input field with the placeholder "Please enter a question" and a "Submit" button.



Perkin Elmer is a leading, global provider of end-to-end healthcare solutions that help craft personalized drugs, monitor food quality, diagnose diseases and provide scientists, researchers and clinicians the tools, solutions and processes they need to drive better patient outcomes.

But to get its products and solutions into the hands of healthcare professionals, Perkin Elmer must ensure its salesforce and distributors are up-to-date on the latest tools, techniques and technologies it offers. Typically, this would be done during a sales kickoff in person, but travel lockdowns and COVID-19 concerns put a damper on physical gatherings.

The screenshot shows a website banner for PerkinElmer. At the top left is the PerkinElmer logo. To the right is a search bar labeled 'Search Content' and a user profile icon. The main content area has a blue background with a blurred image of people in a conference. On the left, the text reads 'INSIGHT & INNOVATION' in large blue letters, followed by 'PerkinElmer Interactive Campus'. To the right is a video player showing a man in a blue shirt speaking, with a play button overlay. Below the video is a blue rounded rectangle containing the text: 'Our Virtual Conference Environment is closed for a Private Event until Feb 21, 2022. SEE YOU THEN!'.



To get around this issue and facilitate its trainings in the Americas, Perkin Elmer hosted its 2022 Service Kickoff conference on ON24 Virtual Conference. With Virtual Conference, Perkin Elmer could bring its sales teams together virtually to train, coordinate and learn about the company’s latest offerings so they can effectively educate clients.

Perkin Elmer took advantage of several Virtual Conference features to help its salesforce get the most out of the experience. First, it hosted its general sessions, where it laid out its vision for 2022, in ON24 Webcast Elite-powered webinars. It also created a Perkin Elmer Expo Hall, where sales representatives could meet with other divisions and teams — like HR and marketing — within the organization before breaking out.

Finally, the company used gamification to encourage employees to explore and interact with the digital experience, allowing them to accumulate points for visiting expo hall booths, asking questions and attending sessions. Perkin Elmer also made it easy for sales teams to breakout into groups for group chat and chat one-to-one with other departments within the company.

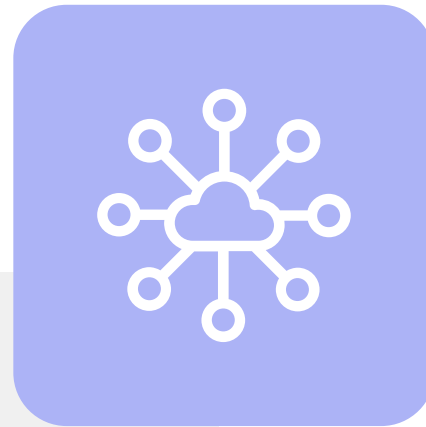
Altogether, Perkin Elmer’s virtual kickoff summit provided its salesforce the opportunity to learn more about the company’s offerings and inner workings in an easy-to-use interface that they can also return to when they want to revisit a topic.

ThermoFisher SCIENTIFIC

Thermo Fisher Scientific supplies scientific and diagnostic research equipment, software, and services to healthcare professionals worldwide. To help keep HCPs abreast of the company's latest developments, research and trends the company typically holds a dozen face-to-face events each year.

But COVID-19 put a damper on these meetings, limiting interactions between HCPs and their representatives. To overcome this challenge, Thermo Fisher developed safe and COVID-19-friendly solutions to continue to provide critical information using ON24.





**ON24 TIP: MAKE SURE YOUR EXPERIENCE
TECHNOLOGY WORKS FOR YOUR AUDIENCE.**

Security settings can prevent some technology from working effectively in highly regulated industries. ON24 requires no software downloads, making it perfect for reaching such audiences.



With ON24, Thermo Fisher Scientific quickly created a digital environment replicating a traditional conference experience. Its virtual events featured everything — from lobbies, expo halls and auditoriums to networking lounges and virtual booths.

The company quickly collected all the engagement data in the virtual event — from events attended and resources downloaded to questions asked and more — to help inform its sales outreach post-event.

Thermo Fisher found that virtual events are so effective that it will continue to incorporate such experiences into its marketing and sales strategies even after in-person events resume.



WEBINARS AND OTHER DIGITAL MARKETING TACTICS PROVIDE LIFE SCIENCES ORGANIZATIONS WITH NEW AND EXCITING WAYS TO CONNECT WITH HEALTHCARE PROFESSIONALS AND STRENGTHEN RELATIONSHIPS.

ON24 empowers life sciences marketers to connect with prospects, support healthcare professionals, showcase innovation and educate professionals on the latest techniques that save lives.

Check out our demo to learn more about ON24 and how ON24 can help you build a more prominent presence in the life sciences industry and scale your marketing program.

MORE WEBINAR RESOURCES:

[ON24 Webinar Best Practices](#)

Get the best tips and tricks for your webinar program from Mark Bornstein, ON24's Chief Webinerd.

[Webinar Marketing Strategy Guide](#)

Understand the basics of webinar marketing along with a few how-tos for kicking your webinar marketing plan into high gear.

