

Understanding of HCPs' preferences when attending virtual congresses

Results from a preliminary 2020 survey sponsored by Ashfield Healthcare Communications
October 2020

Our goal

Given the rapid transition of all scientific/medical congresses to virtual formats during COVID-19, we wanted to explore what HCPs value when attending these events, and how they can be improved

Who did we speak to?

Between June and July 2020, during Covid-19, Ashfield conducted* a short online survey of **106 healthcare professionals across USA, UK, France, Germany, Spain and Italy**. All had attended at least one virtual congress in 2020

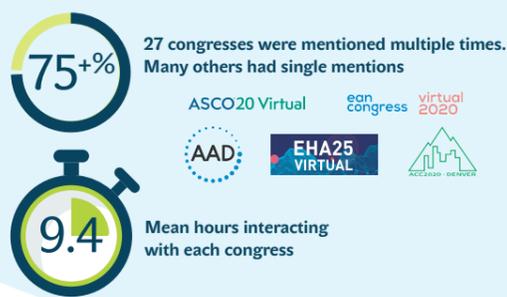
*Sample provided by SERMO and LinkedIn

How experienced were our HCPs?

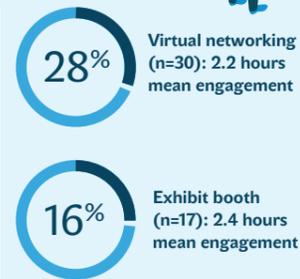
Mean number of years practicing was 15

How did HCPs engage with virtual congress content?

Which congresses and how long for?



What types of sessions did HCPs engage with?



How did the delegate experience differ from a live event?



Why do HCPs engage with virtual content?



Do Time Zones cause an issue?



How do they access content?



Engaging with presenters at presentation sessions

Live presentations with speaker video/voiceover are most popular

Ability to ask questions live, view on demand, or interact via polls are valued

Percentage of HCPs engaged with presentations (n=96)



Where do we go from here?

What do HCPs like about virtual meetings?

Delegates are most positive about continued access to scientific content, plus the convenience of attending remotely, on-demand content with presentations and symposia all well received

Categories coded up from open ended comments

- Overall Content
- Easy to access/use
- Time saved; Platforms



What are they less keen on?



The future of scientific/medical congresses - Next 10 years



The majority of HCPs (56%) prefer to attend future congresses live but approximately **90%** would attend a meeting virtually that may have only previously been live. This opens up the possibility for more delegates to attend than previously, or for delegates to attend additional meetings



With almost 60% of HCPs believing that congresses will move to a hybrid model in future, this will provide added value and will allow greater access to more delegates, enabling them to choose what works best for them, essentially deciding which congresses to attend in person and which will be attended virtually