

A SUCCESS STORY

Array Helps Client Mitigate Speaker Training Compliance Risk

Introduction

A Pharmaceutical company partnered with Array on a speaker training initiative to improve communication of compliance content, assess speaker risk of non-compliance, and improve the overall effectiveness of content delivery. By leveraging Array's consultative approach and content engagement features strategically, they identified speakers who were misinformed about a key compliance issue related to off-label use and re-evaluate members of their speaker's bureau.

Background

The client, a global pharmaceutical company with more than a 100-year history of developing quality medicines, regularly holds speaker training meetings to deliver up-to-date product information for their external Speaker's Bureau. The client partnered with Array in the production of a compliance training presentation following a new indication for their SGL2 Inhibitor.



The Opportunity

Among the client's goals were to engage speakers to educate them on approved disease state content and the appropriate on-label use of the product, educate speakers on compliance related responsibilities, and identify any potential areas for improvement on the slide deck. They were seeking thoughtful and strategic ways to leverage innovative technology to improve their content delivery and to assess whether knowledge transfer took place. In the past, they worked with a conference app vendor but had concerns about network security risks and were unimpressed with the vendor's specific knowledge of life sciences meetings.



Why the Client Partnered with Array

The client was impressed by Array's consultative approach to content and overall knowledge of life sciences meetings. Thanks to a positive referral, the client reached out to Array to discuss their training goals and after an engaging conversation, decided to work together. The client particularly appreciated Array's Analytics and Insights Management (AIM) team's ability to build engagement and data strategy into the meeting at the planning stage, and to provide actionable insights that can help improve future meetings. They also loved that the Array software was deployed on iPads via a secure, local server, which resolved their network security concerns.



Partnering for an Innovative Result

The following winning strategies were implemented to improve content effectiveness and identify speakers at risk of discussing off-label use:

- Array worked with the client to develop strategies that aligned content engagement with the client's meeting goals and captured the most relevant data to create actionable insights.
- During the content review, Array recommended introducing polling into the content to evaluate participants' knowledge in specific areas of compliance
- Array helped structure the polling questions to effectively assess knowledge transfer, including creating scenarios/cases to assess speaker decision-making around critical topics related to off-label use.



Results

Results from implementing the above strategies included:

- As a result of implementing scenario-based polling, the client **identified speakers who may have responded inappropriately to an off-label question when performing their duties on behalf of the company**. They were able to reinforce messaging around this during the remainder of the meeting.
- Polling at the beginning of the meeting showed only 37% of attendees answered the off-label question correctly. **Polling at the end saw correct answers increase to 96%.**
- Through further detailed analysis, the client ultimately decided to review their speakers bureau composition.

By partnering with Array and implementing scenario-based polling, the client was not only able to **identify speakers who may have responded inappropriately to an off-label question**, but was able to **mitigate future risk through re-evaluation of their speakers bureau composition**.

Ready to discover deeper insights at your next speaker training?

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About Array

Array is a content engagement partner for life sciences meetings – with nearly 20 years' experience at over 10,000 events. Our unique combination of technology and services is proven to improve business results by engaging more than 90% of audience members and increasing knowledge transfer while collecting meaningful analytics down to the individual participant level for actionable insights. Array offers technical support, meeting production expertise, and analytics interpretation and guidance to maximize the impact of in-person, virtual, and hybrid life sciences meetings.