

Applying Local/Regional Physician Influence Network Metrics to Increase Speaker Programming Outcomes

► Case Study:

Comparing Audience Outcomes: In-Network Audiences vs. Random Audiences

Introduction:

A brand desired to compare its speaker program outcomes. This case provides outcomes from a comparison study measuring speaker program post-event prescribing of in-network audiences and prescribing activity outcomes of out-of-network audiences. **In-network audiences** were attendees that belonged to the to speaker's own professional peer network. **Out-of-network audiences** were attendees that did not belong to the speaker's own professional peer network. The study examined events where the speaker was highly influential and where the speaker was of medium/low influence.

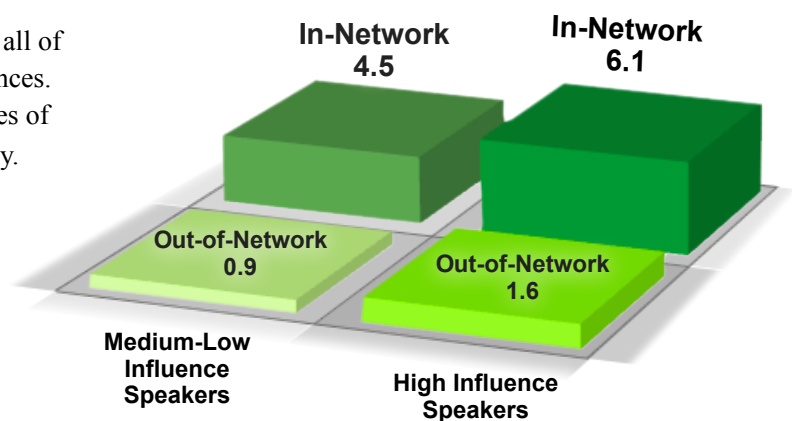
Results:

As anticipated, highly influential speakers speaking to audiences belonging to the speaker's network (In-Network) were the most productive groups in terms of an increase in audience prescribing post-program (6.1 Rx per attendee vs. 1.6 Rx)

Results of particular interest to the client were the results from speaker events with speaker of medium/low influence. When they spoke to **In-Network** audiences, they also had significantly more productive outcomes in post-program prescribing (4.5 Rx per attendee vs. .9Rx).

The Qforma client gained significant value across all of its speaker programs by identifying optimal audiences. Additionally, the client was able to gain efficiencies of more flexibility in speaker selection in a geography.

In-Network audiences are more receptive to Speaker messages and more productive post-program



Rx Increase per physician, 3 months post program