



InterCall's Solutions for the Medical and Pharmaceutical Industries



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Working in the medical and pharmaceutical industries involves regular communication with physicians, sales teams, consumers, medical boards and staff, compliance teams, vendors and the media, all of which are critical to delivering what consumers want and staying ahead of the competition. You need to host focus groups and marketing events, conduct training sessions and review projects. When you've got to meet with people all over the world, you could spend your time and budget traveling to the next meeting or you could conduct it online.

Features and Services

InterCall offers a full suite of audio, web and video conferencing services so you can meet with a geographically dispersed audience—large or small—without spending a lot of money or time out of the office.

High-Profile Events

When hosting large-scale company announcements, training sessions and lead generation seminars, InterCall offers more services and features to help you reach a world-wide audience.

PRE-EVENT SERVICES:

- + **Registration Services** – invite consumers, physicians, analysts and media to register for your product launch call using phone, fax, email or the Internet and then receive weekly reports of your conference registrants.
- + **Registration Waiting List** – receive a waiting list of participants who registered after the session was filled. If registered participants are unable to attend, those on the waiting list will be added to fill their spots ensuring a strong event turnout.
- + **Confirmation Letters** – keep each participant who registered for your conference well informed of the conference date and time using confirmation letters, faxes or emails that are sent to registrants with all the necessary details to participate in your event.
- + **Fulfillment** – save time assembling course information by having instructional materials compiled and delivered to participants in advance of the session.

IN-EVENT SERVICES

- + **Operator Assisted** – get added professionalism and features with assistance from our expert audio conferencing operators. They can help you manage the call as participants join and will be with you every step of the way.
- + **TrainingCenter**, powered by WebEx™ – deliver live, interactive training sessions. Share presentations, software and web sites, test and poll your participants and hold breakout sessions.

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- + **EventCenter™**, powered by WebEx – get everything you need to manage your online event, from planning the seminar to conducting the meeting to post-event follow-up.
- + **Video Streaming** – take your presentations to a new level by incorporating live or archived video streaming that will enable your participants to hear and see the speaker while having all the benefits of a typical web conference.
- + **Custom Scripts** – customize your call with a prepared script that instructs our operators what to say when they greet participants, open the lines for Q&A or complete the call.
- + **Leader-ViewSM** – gain greater insight into who's on your call through an online call management tool that displays a private, real-time view of the participants on your conference call. See who is listening and who is waiting to ask a question.

POST-EVENT SERVICES

- + **EncoreSM** – make your session accessible to participants who missed the live event or would like to listen again through a digital recording.
- + **Participant Report** – capture names, entry/exit times, phone numbers and up to four additional pieces of information as participants dial into your event.
- + **Registrant/Participant Report** – compare those who registered for your session against those who actually attended in a single report that helps you determine who missed the event.
- + **Transcription** – maintain accurate records of your conference by electing to receive a written transcript of your entire call or Q&A session delivered in an electronic or hard copy within 12, 24 or 48 hours of your event.

EXTRA SUPPORT FROM THE EXPERTS

If you're short on time and resources or just want some extra assistance to make sure your event is flawless, InterCall's expert event services team helps you plan, conduct and wrap-up your seminar so you can focus on your message. From recommending appropriate features and conducting rehearsals to monitoring the live event and gathering report information, our dedicated specialists work with you, ensuring a more professional and successful seminar.

Everyday Meetings

For daily communication and meetings with internal teams, vendors and partners, InterCall offers easy-to-use conferencing tools to help you get things done quickly.

- + **Reservationless-Plus[®]** – meet with physicians, agencies, product development and training teams at a scheduled time or at the drop of a hat through a secure passcode.
- + **InterCall Unified Meeting** – let people see what you are talking about and collaborate during your online meetings with a single system that brings together audio, web and video conferencing tools.
- + **Microsoft[®] Office Live Meeting**, offered by InterCall – host interactive, collaborative meetings by showing presentations, software and web sites.



- + **MeetingCenter™**, powered by WebEx – use the Internet to share a PowerPoint® presentation, demonstrate software or show web site navigation.
- + **InterCall Video Conferencing** – meet with your internal teams and focus groups face-to-face using multipoint video conferencing. If you don't have your own video conferencing equipment, InterCall works with over 9000 public rooms that are available to reserve for your meetings or we can help you purchase equipment through our partners like Polycom and Tandberg.