

# 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 is 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.

## **STAY CONNECTED TO PEOPLE AROUND THE GLOBE**

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. Whether you need to meet one-on-one with physicians, get up to date on research, review a new ad campaign or train a thousand sales reps, we have more services and solutions to help you get your job done. By using InterCall's conferencing services, you can:

- + Train your entire sales force on new products and government updates
- + Hold focus groups and launch products to physicians, sales teams and the media
- + Address regulatory, Medicare and staffing issues
- + Review health system consolidations, mergers, project plans and deadlines
- + Cost-effectively improve the pace and quality of product development
- + Stay up to date on the latest research and findings
- + Communicate with critical teams on a moment's notice in the event of a crisis

## **STREAMLINE MARKETING AND EDUCATION PROGRAMS**

Hosting medical marketing events takes a lot of planning, coordination and attention to detail. InterCall's audio, web and video conferencing services are ideal for conducting these large-scale seminars online and making them just as successful as those hosted on-site. You can meet with physicians, trainees, sales teams and media around the world without leaving your office, saving you time and money.

## **REDUCE TIME TO MARKET AND MEET DEADLINES**

InterCall's conferencing solutions let you bring physicians, consumers, sales or development teams and vendors together so you can gather feedback, demonstrate the benefits of a new product or drug and stay on top of deadlines. By using InterCall's audio, web and video conferencing services, you can increase your reach by making meetings more convenient, provide streamlined marketing and education programs for physicians and sales reps and deliver effective training and communications on time.

## **A PARTNER IN YOUR SUCCESS**

With everything you have to do to keep your company ahead in the marketplace, you need reliable, easy-to-use communication tools for large-scale events and everyday meetings. When you partner with InterCall, you get more services and solutions, supported by our years of experience, so you know that you can keep your business moving forward.

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