
PURE SPOT
EVENTS MANAGEMENT

PURE SPOT
EVENTS MANAGEMENT



For the first time an excellent integration for **two** unique platforms for **Full virtual Events** + **B2B Virtual Marketing Platform**
(Day to Day Medical Rep.’s Job)

We could better serve you with our massive database in all specialties with more than **15 years'** experience.



PURE SPOT
EVENTS MANAGEMENT

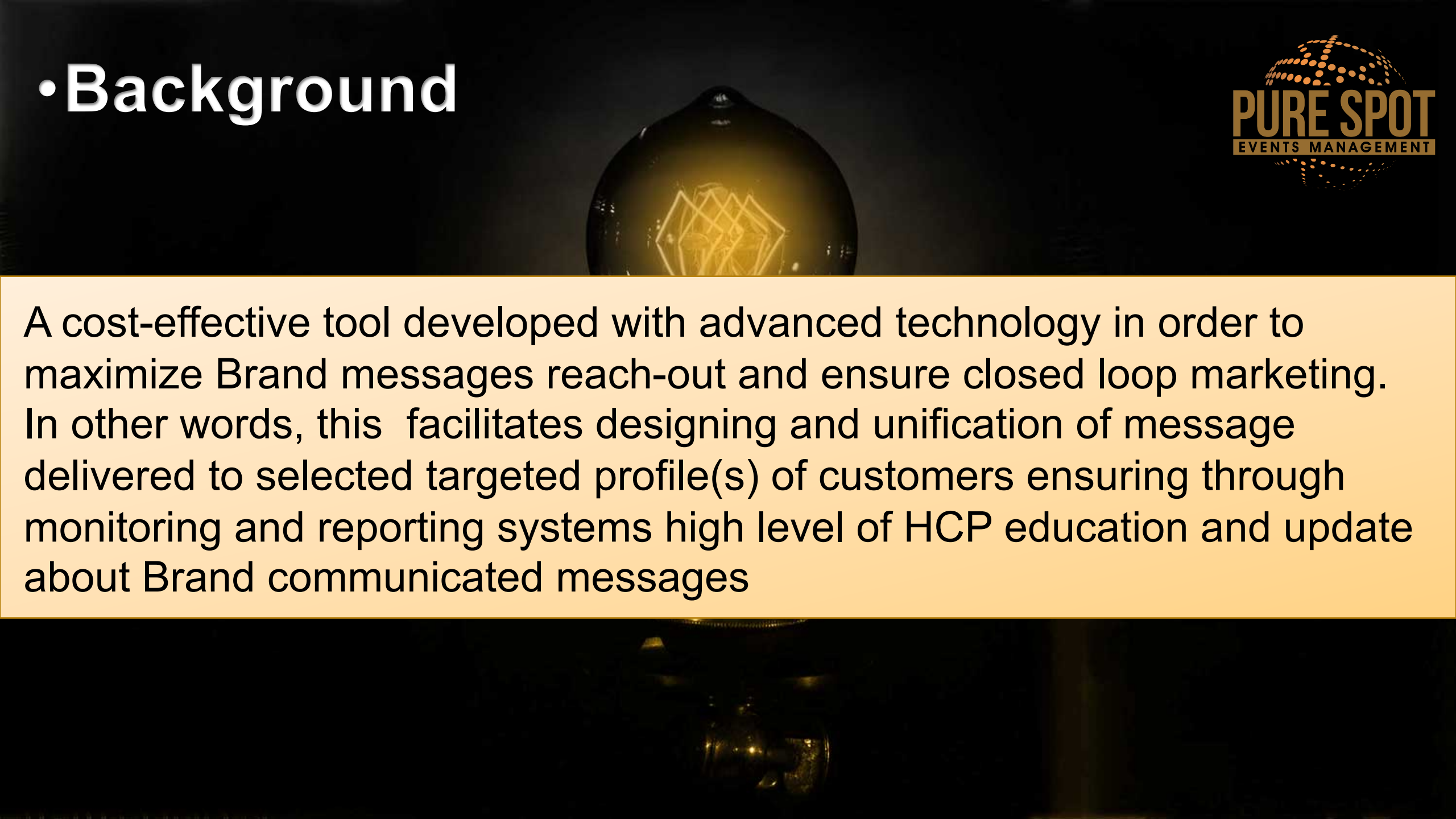
B2B Virtual Marketing Platform (Day to Day Medical Rep.'s Job

Platform #1 brief:

01 Cost-effective tool developed with advanced technology & customized according to customer needs to maximize Brand messages reach-out and ensure closed-loop marketing with two interfaces
"one for customer & Admin interface."

02 In other words, it facilitates designing and unification of messages delivered to selected targeted profile(s) of customers ensuring through monitoring and reporting systems high level of HCP education and update about Brand communicated messages.

•Background



A cost-effective tool developed with advanced technology in order to maximize Brand messages reach-out and ensure closed loop marketing. In other words, this facilitates designing and unification of message delivered to selected targeted profile(s) of customers ensuring through monitoring and reporting systems high level of HCP education and update about Brand communicated messages

•Background

PURE SPOT
EVENTS MANAGEMENT

- Healthcare sector is facing many challenges which may affect the medical community and lead to lack of updated information.

- Since pharmaceutical companies are suffering from budget issues and either freezing in the headcount or withdrawing from the market is addressed now on top level, a fast and cost-effective way is considered to ensure HCPs are updated on their products.



Solutions

- is developing a new informational platform that can be accessed by many HCPs in different specialties.
- The platform aims to deliver the updated information on disease background and product information to HCPs.
- Through frequent messages to HCPs, each one will go through the message then he/she must answer related questions at the end to ensure he/she have read and understood the message.

PURE SPOT
EVENTS MANAGEMENT

How?

1. Company will publish the presentation through program
2. HCP will Receive a notification about new presanction Email, SMS or WhatsApp
3. HCP has to read and understand well the content of this presentation
4. HCP will be moved to Knowledge Check area
5. HCP must answer the questions related to this presentation
6. HCP well get points based on the correct answer
7. HCPs can redeem the points through different scientific selections.

Examples of Scientific selections

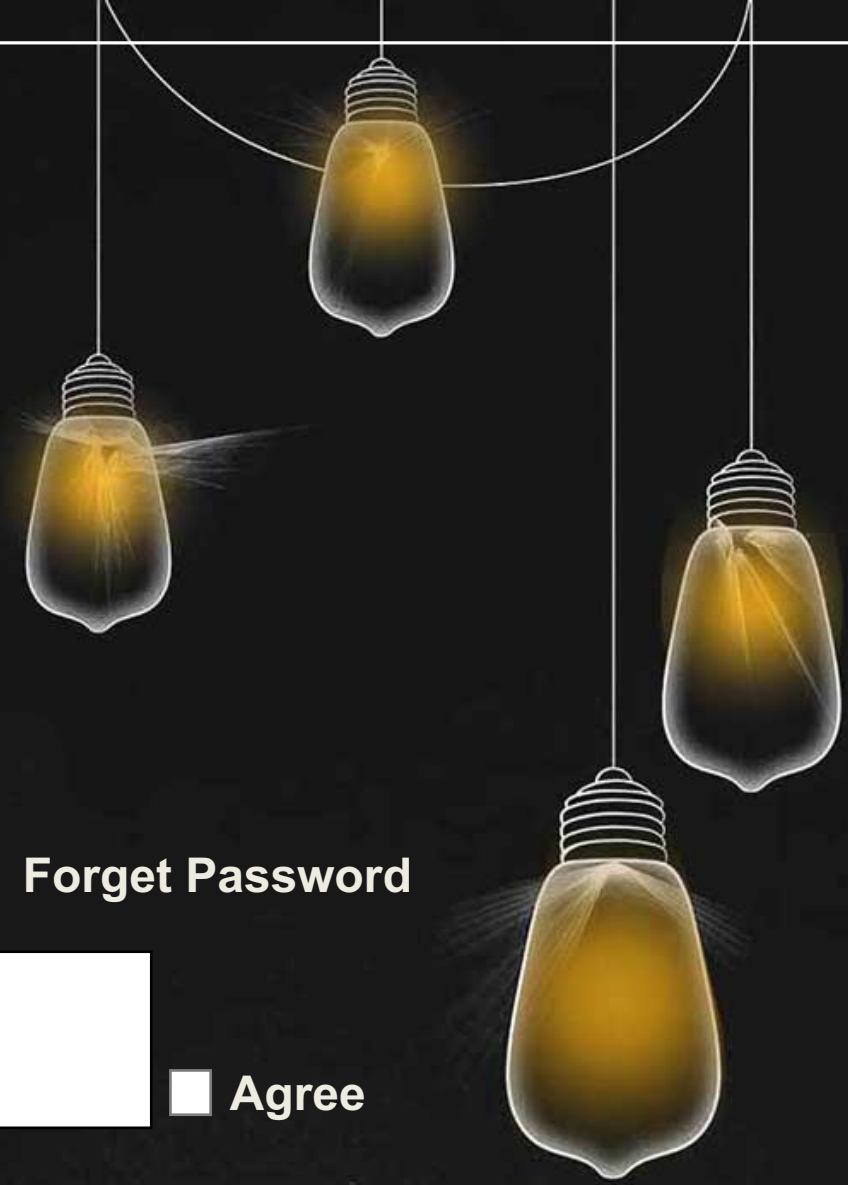
- Scientific books
- Scientific magazine subscription
- Specific educational course

- Local conference
- Regional conference
- International conference



PURE SPOT
EVENTS MANAGEMENT

Login window



User Name

Password

Forget Password

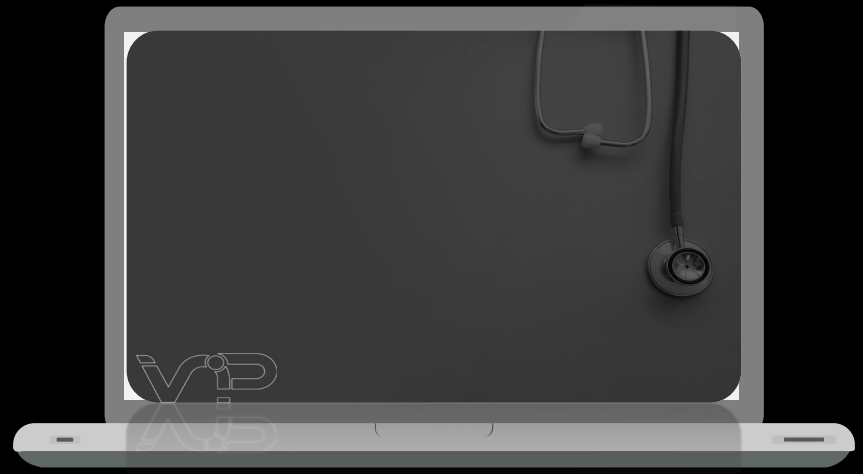
Electronic Consent form

Agree

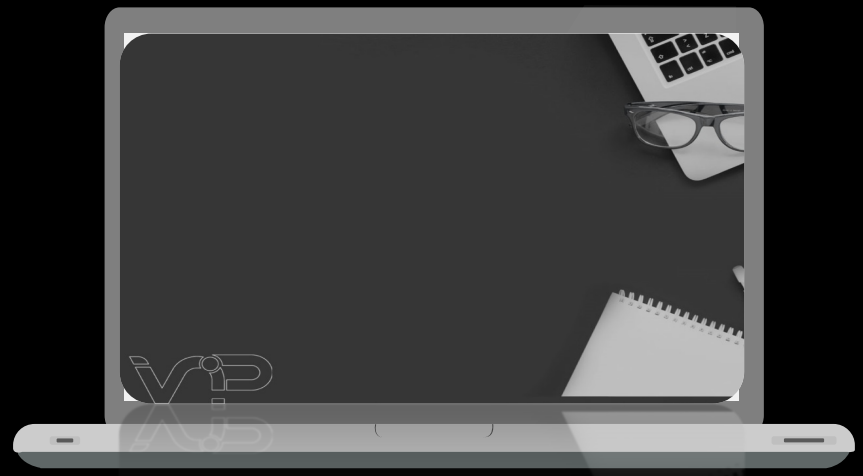
Log in

PURE SPOT
EVENTS MANAGEMENT

2 Interfaces

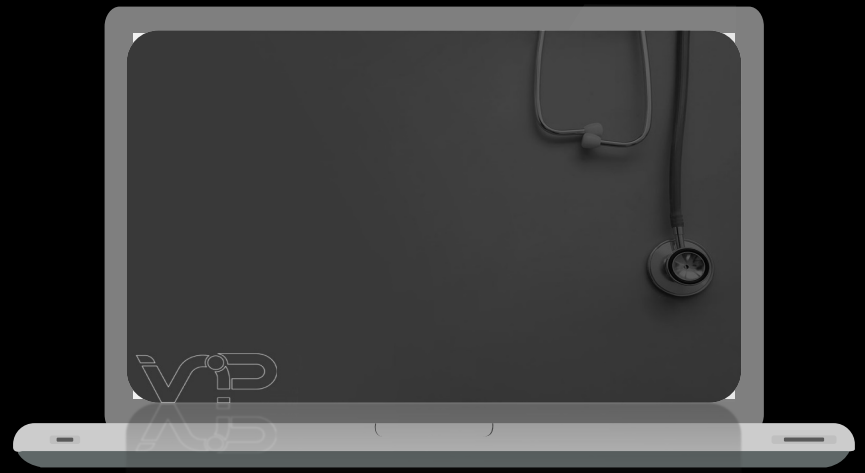


Doctor Page



Company Page

PURE SPOT
EVENTS MANAGEMENT



Doctor Page

Doctor Page

Profile | Dashboard | Product | messages | Setting

Name	Doctor
Primary Number	01001001010
Secondary Number	012345678
Location	this is a location
Specialty	Asthma
Work type	Private Institution, Government
Speciality 2	Nutrition Medicine
University	this is a uni
Area of Interest	Cardiology

Edie Profile

HCP can edit, add or update the Personal data

Doctor Page

Profile | Dashboard | Product | messages | Setting

Total Points 190	Presentations 4	Finished 3

Announcement

General Messages from company to all or Selected HCPs

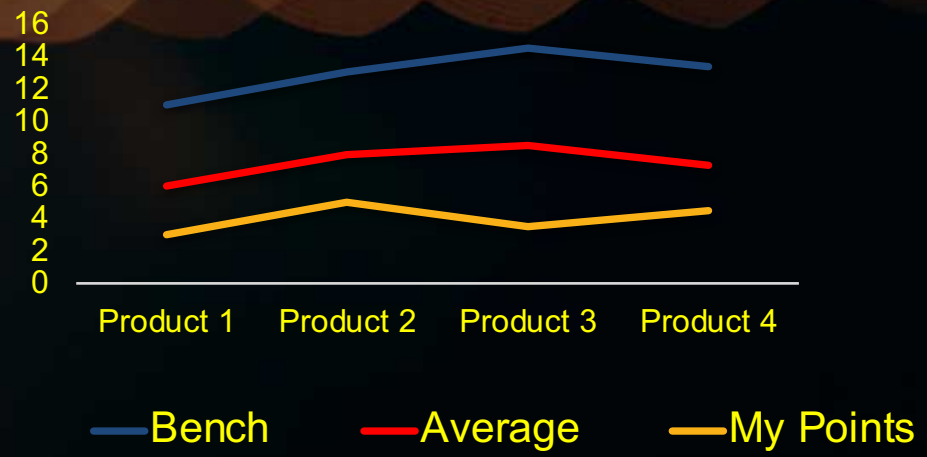
1 Products Statistics

Product 1	40P	50%
Product 2	90P	100%
Product 3	60P	70%
Product 4	0P	0%

2 Personal To-do List

This Area contains HCPs Personal to-do list
He / She can add. Edit or delete the list

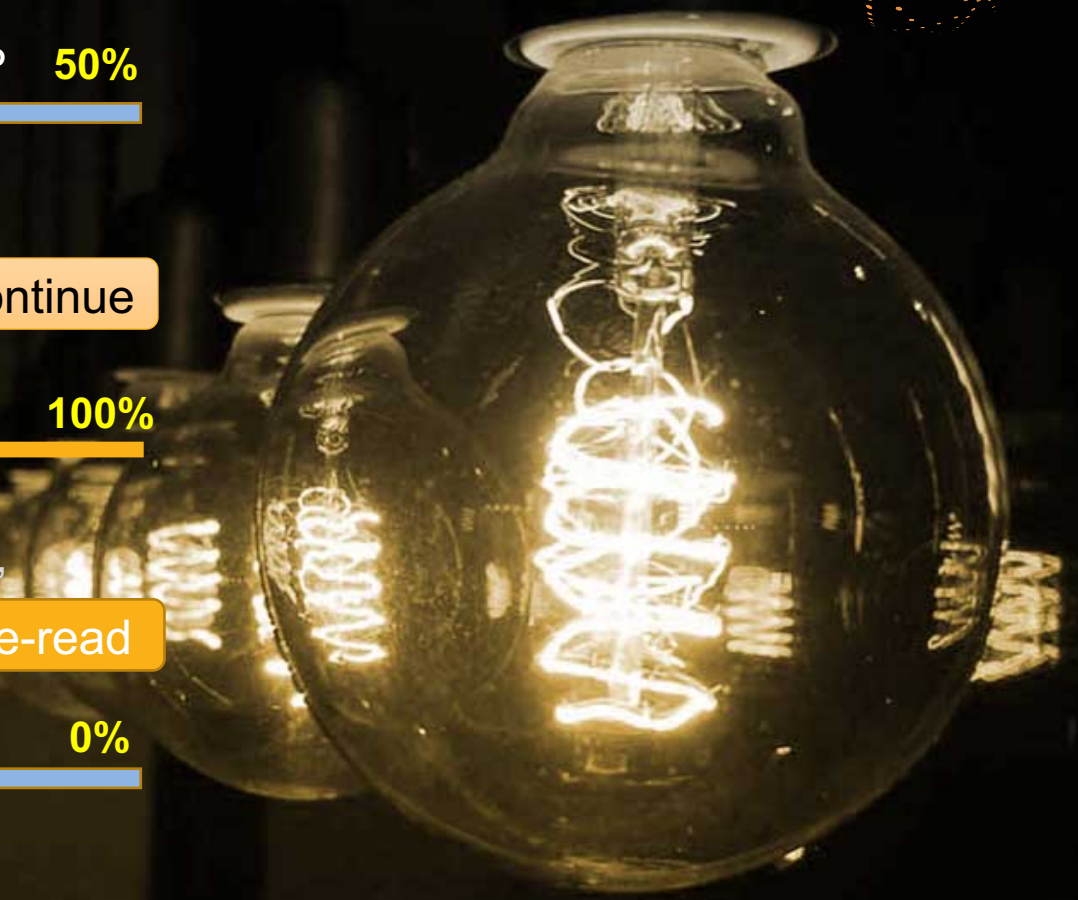
3 Doctor Statistics



Doctor Page

Profile | Dashboard | Product | messages | Setting

PURE SPOT
EVENTS MANAGEMENT



40P 50%

Product or Presentation 1 Introduction

- brief about the product or the presentation includes tips, guidelines, general information about the content

Continue

90P 100%

Product or Presentation 2 Introduction

- brief about the product or the presentation includes tips, guidelines, general information about the content

Re-read

0P 0%

Product or Presentation 3 Introduction

- brief about the product or the presentation includes tips, guidelines, general information about the content

Start

Doctor Page

Profile | Dashboard | Product | messages | Setting

PURE SPOT EVENTS MANAGEMENT

Product or Presentation 1

40P 50%

- Introduction
- Presentation
  - Part 1
  - Part 2
- Knowledge Check

Read later

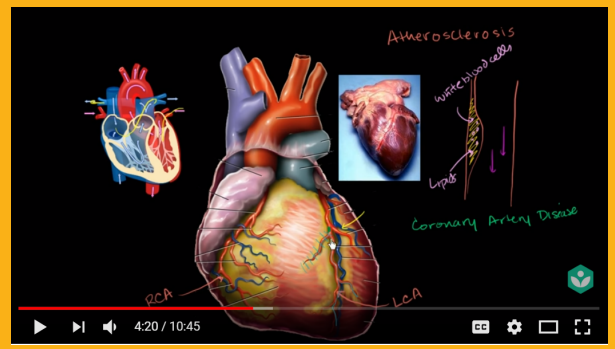
Introduction

brief about the product or the presentation includes tips, guidelines, general information about the content

Presentation

This section will include presentations like :

- PowerPoint
- PDF
- Text
- Movies (different format)
- …..etc



Check your Knowledge

Ask Question

Send

Doctor Page

Profile | Dashboard | Product | messages | Setting

PURE SPOT EVENTS MANAGEMENT

Product or Presentation 1

40P 50%

- Introduction
- Presentation
  - Part 1
  - Part 2
- Knowledge Check

Read later

Check Knowledge area

Includes different types of questions
1- Check right answer
2- multiple chooses
3- True/false
4-……etc

- **HCP will receive points based on answer**
- **HCP can repeat this part based on company decision**

Your Scour

40/80

Ask Question

Send

Doctor Page

Profile | Dashboard | Product | messages | Setting

This is internal messaging system between HCP and the company

Message 1 from HCP

Reply From Company

Message 2 from HCP

Reply From Company

New

Send New Messages

Send



for any enquiry about PV, adverse events please use the following contact details

PV@company.com

+2XXXXXXXXXXXX

Doctor Page

Profile | Dashboard | Product | messages | Setting

PURE SPOT
EVENTS MANAGEMENT

General Settings

Current Password (required to update email or change current password)

Lost your password?

Account Email

doctor@doctor.com

Change Password (leave blank for no change)

New Password

Repeat New Password

SAVE CHANGES



PURE SPOT
EVENTS MANAGEMENT

Company Page

Company Page

Profile | Dashboard | Product | messages | Setting

PURE SPOT EVENTS MANAGEMENT

COMPANY PROFILES

EDIT | CHANGE PROFILE PHOTO | CHANGE COVER IMAGE

Company Information	This is a brief description for that Pharma Company
Location	Adress or Google location
Email	company@company.com
Website	http://www.companyi.com
Contact Numbers	0123456789 0123456789 02 2365478910

SOCIAL PROFILES

Facebook	http://www.com
Twitter	ww.com
Facebook	ww.com
Twitter	w.com



Company Page

Profile | Dashboard | Product | messages | Setting

Total Points 190	Presentations 4	Total HCPs 160

Products or preservation available

Presentation 1
Points : 60/90

Presentation 2
Points : 60/90

Presentation 3
Points : 40/90

Presentation 4
Points : 0/90

HCPs Answered to total enrolled for each product









Extract Data in spreadsheet format

Company Page

Profile | Dashboard | Product | messages | Setting

Presentation 2

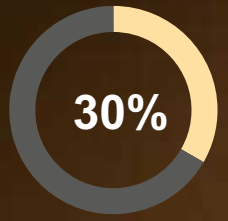
Presentation 1
Presentation 2
Presentation 3

Check Knowledge Statistics

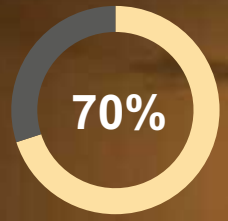
Question 1



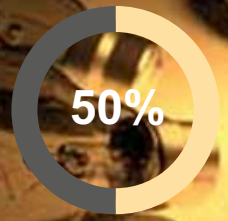
Question 2



Question 3



Question 4



Extract Data in spreadsheet format

HCPs Statistics

HCPs 1 — 100%

HCPs 2 — 70%

HCPs 3 — 50%

Company Page

Profile | Dashboard | Product | messages | Setting

This is internal messaging system between HCP and the company

Message 1 from HCP

Reply From Company

Message 2 from HCP

Reply From Company

New

Send New Messages

Send



Company Page

Profile | Dashboard | Product | messages | Setting

PURE SPOT
EVENTS MANAGEMENT

General Settings

Current Password (required to update email or change current password)

Lost your password?

Account Email

pharma@pharma.com

Change Password (leave blank for no change)

New Password

Repeat New Password

SAVE CHANGES





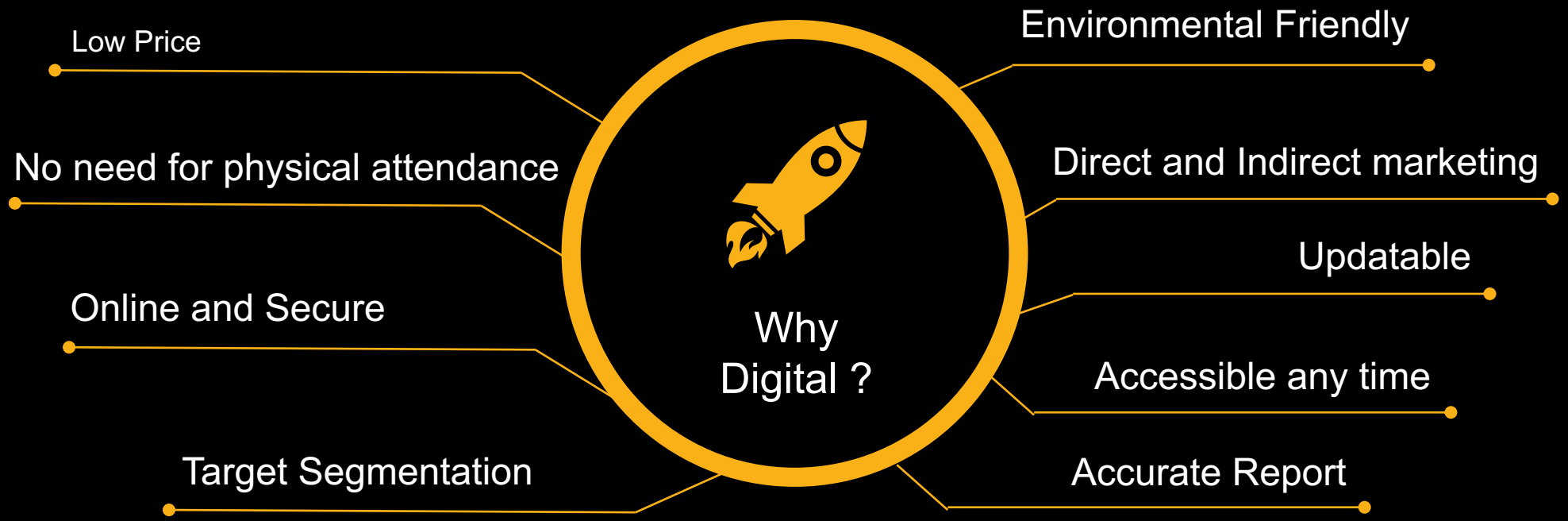
PURE SPOT
EVENTS MANAGEMENT

Platform #2

Virtual Events Platform

Why Digital ?

PURE SPOT
EVENTS MANAGEMENT





PURE SPOT
EVENTS MANAGEMENT

Real story from expert / Meet the Expert sessions



PURE SPOT
EVENTS MANAGEMENT

Objective:

To hear success real stories from professors and to learn from their experiences.
We will use actors to act the story while the professor is telling it.

Characters:

Professors and actors

Location:

(Clinic – others)

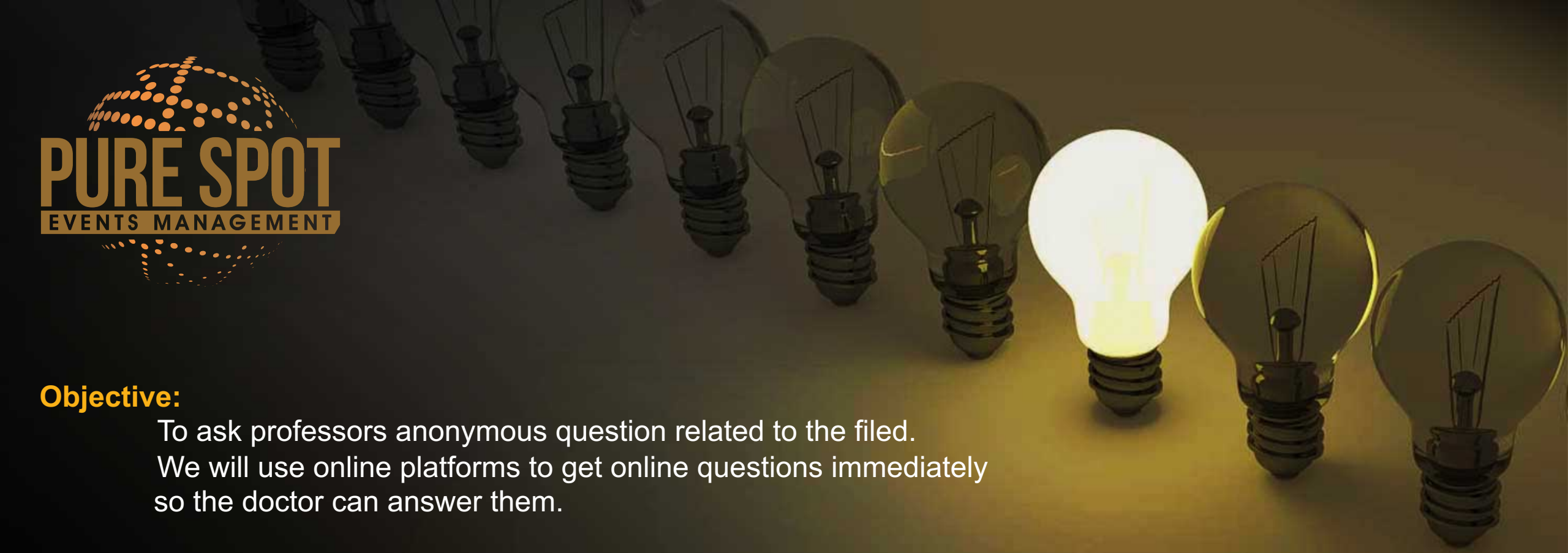
Communication channel:

Facebook- Website(landing Page)



PURE SPOT
EVENTS MANAGEMENT

Never Have I Ever



PURE SPOT
EVENTS MANAGEMENT

Objective:

To ask professors anonymous question related to the filed.
We will use online platforms to get online questions immediately so the doctor can answer them.

Characters:

Professors and attendees

Location:

(Meeting room – others)

Communication channel:

Facebook- Website(Landing Page)- Webcasting(Poll- Ask Questions)



PURE SPOT
EVENTS MANAGEMENT

Ask an expert



PURE SPOT
EVENTS MANAGEMENT

Objective:

cases will be sent online, and each doctor will explain his way of treating.

Characters:

Professors

Location:

Meeting Room

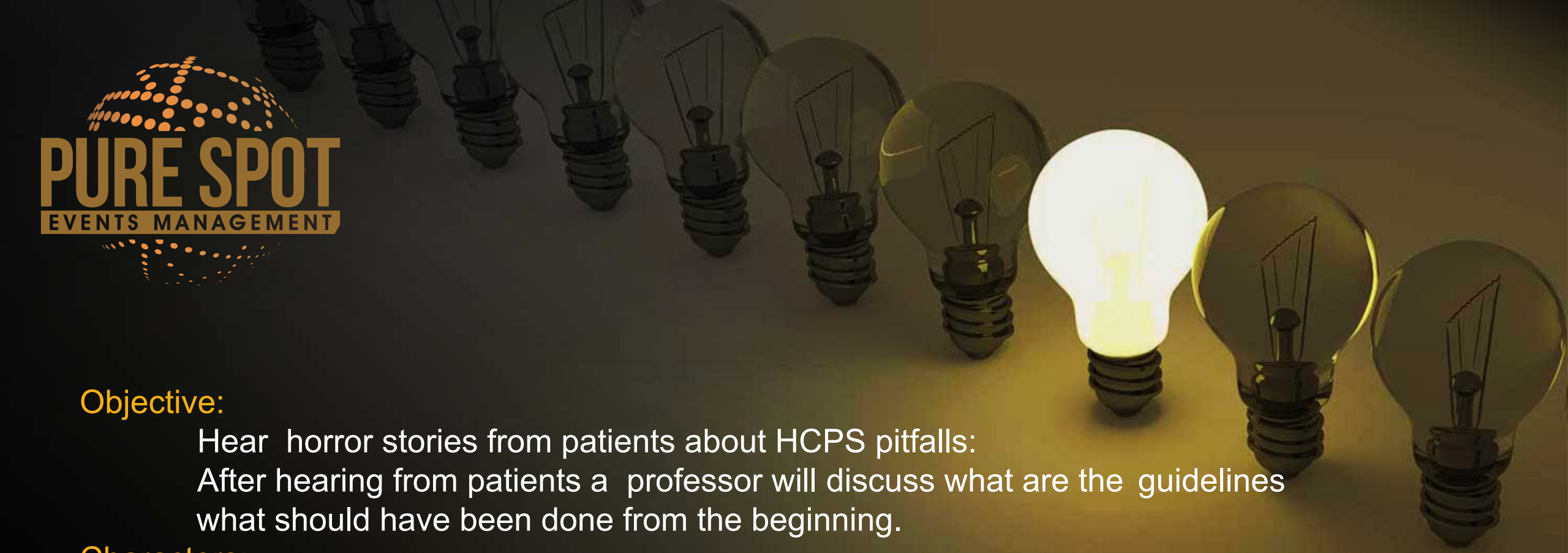
Communication channel:

Facebook- Website(Landing Page)- Webcasting(Poll- Ask Questions)



PURE SPOT
EVENTS MANAGEMENT

HCP's Pitfalls



PURE SPOT
EVENTS MANAGEMENT

Objective:

Hear horror stories from patients about HCPS pitfalls:
After hearing from patients a professor will discuss what are the guidelines what should have been done from the beginning.

Characters:

Patient and professors

Location

(Meeting room- Clinic)

Communication channel:

Facebook- Website(Landing Page)- Webcasting(Poll- Ask Questions)



PURE SPOT
EVENTS MANAGEMENT

How to differentiate between diagnoses of similar cases?



PURE SPOT
EVENTS MANAGEMENT

Objective:

How to differentiate between diagnoses of similar cases through getting different cases with similar symptoms

Characters:

patients - Professors

Location :

Meeting Room

Communication channel:

Facebook- Website(Landing Page)- Webcasting(Poll- Ask Questions)



PURE SPOT
EVENTS MANAGEMENT

Finally We Can use the following

- Infographics (Slides- Content)
- Graphics (Anatomy – Intro- Strap)
- Narrator
- Website Developing



Web Casting Features

- Registration
- Log in Time
- Log out Time
- Poll Answers
- Questions
- Location

PURE SPOT
EVENTS MANAGEMENT

PURE SPOT
EVENTS MANAGEMENT



Thank You