What We Excel At

Expand Brand Reach

01 Personalized HCP engagement strategies

02 Increased awareness, sample requests, and rep scheduling

03 Seamless integration with your existing salesforce

Dynamic Virtual Education Programming

01 Innovative, peer-to-peer learning formats

02 Speaker programs, advisory boards & on-demand sessions

03 Scalable, cost-effective educational solutions

evoEngage

Expanding Brand Reach Through Personalized HCP Engagement

Tailored conversations with each HCP to increase:

- Brand Awareness

- Utilization of Brand Resources

- Sample & Materials Requests

- Rep Scheduling and Meeting Coordination

- Activate engagement with hard-to-reach HCPs (including those with no rep coverage)

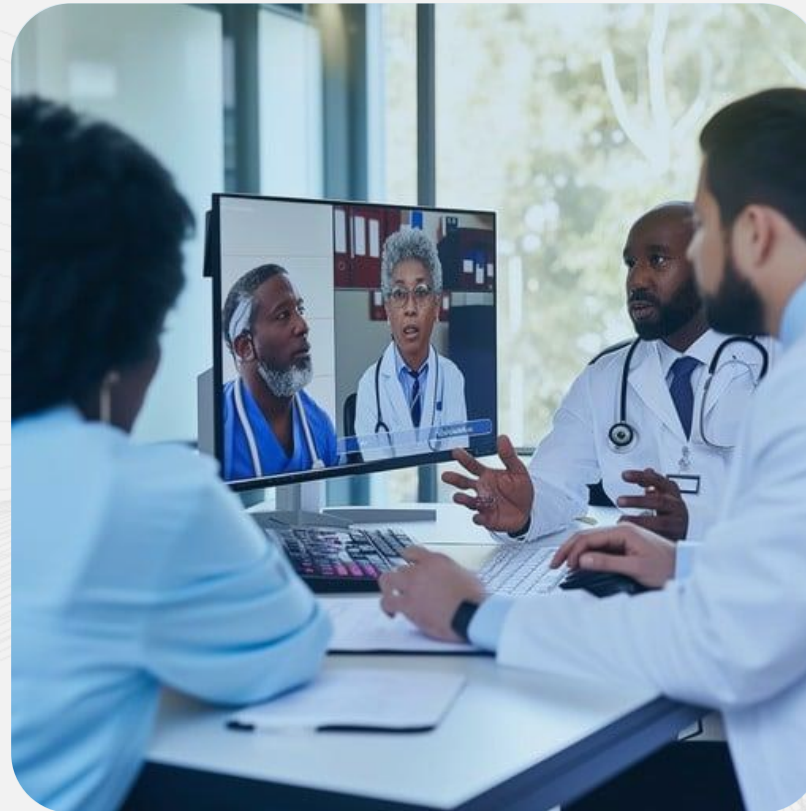- Drive program attendance and participation through targeted outreach

Dynamic Virtual Education Programming
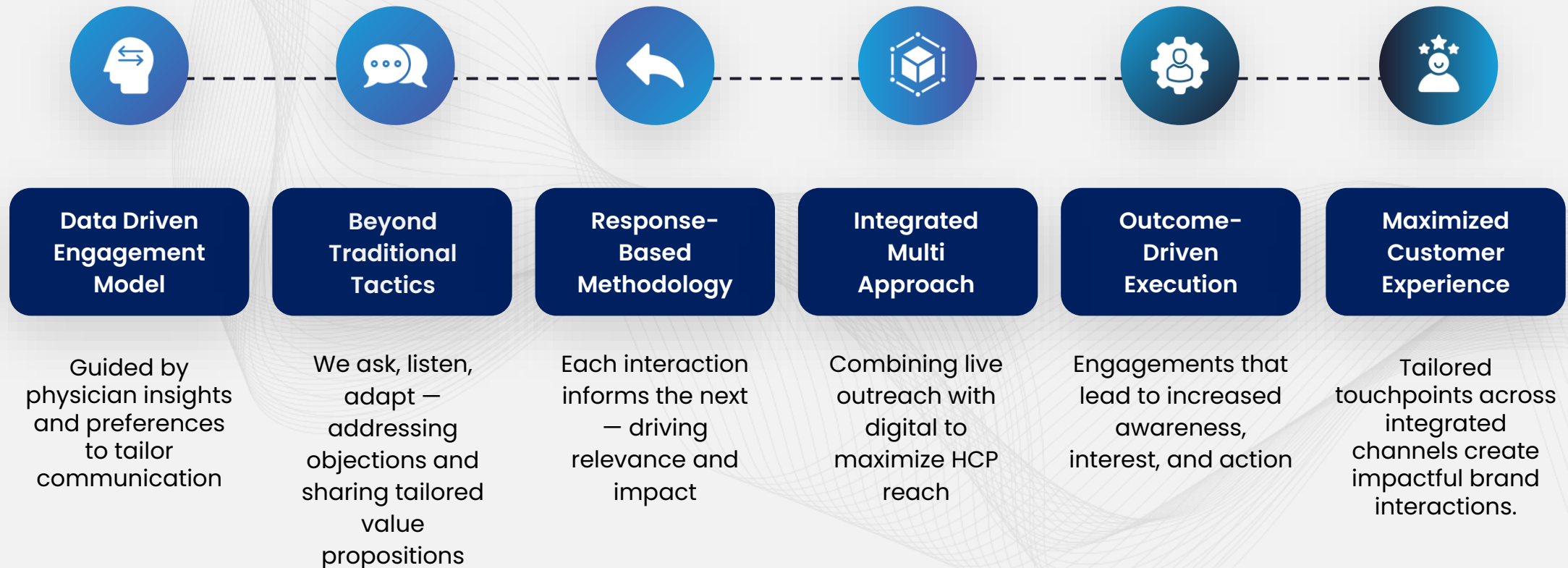

True Interactive Peer-to-Peer Exchange

EXPERIENCE LIVE, INTERACTIVE SESSIONS THAT BRING HCPS TOGETHER.

Formats

- ✔ Marketing-Driven Speaker Programs
- ✔ Rep-Driven Speaker Programs
- ✔ KOL 1-to-1 Programs
- ✔ Patient & Caregiver Programs
- ✔ Advisory Boards
- ✔ On-Demand Presentations

Personalized HCP Engagement, One Conversation at a Time

evoEngage

Data Driven Engagement Model

Guided by physician insights and preferences to tailor communication

Beyond Traditional Tactics

We ask, listen, adapt — addressing objections and sharing tailored value propositions

Response-Based Methodology

Each interaction informs the next — driving relevance and impact

Integrated Multi Approach

Combining live outreach with digital to maximize HCP reach

Outcome-Driven Execution

Engagements that lead to increased awareness, interest, and action

Maximized Customer Experience

Tailored touchpoints across integrated channels create impactful brand interactions.

A Team of Experts Behind Every Engagement

Specialized Talent

Engagement Specialists with decades of experience in healthcare engagement

Multidisciplinary Support

Backed by content creators, data analysts, and strategists for end-to-end success

Industry Veterans

Our team has 20+ years of experience in pharma, biotech, and healthcare

Tech-Enabled, Human-Led

Our contact center leverages CRM and multi-channel platforms for high outreach

Flexible Campaign Execution

Customized programs, seamless rep coordination, and full interaction tracking for smarter engagement

evoEngage

9

Proven Outcomes. Meaningful ROI.

Trusted Partner
Known for stepping up when needed, offering strategic insights, and improving campaign effectiveness

01

Agile, High-Performance Campaigns
Continuously optimized based on real-time data and directional metrics

02

Custom Reporting & Insights
Full transparency with campaign performance tracking and Brand Team collaboration

03

Consistent Overperformance
Campaigns often exceed initial KPIs and deliver strong return on experience (ROX)

04

From Pilot to National Rollout
Success begins with targeted pilots — scaled nationally upon proof-of-concept

10

Custom Solutions for Every Stage of Brand Lifecycle

HCP Elevate
Turn targets into customers with education-driven adoption strategies

HCP NPP Energize
Enhance Non-Personal Promotion campaigns with personalized outreach that fills engagement gaps

HCP Re-Activate
Re-engage trialists and dormant prescribers to reignite brand growth

HCP Rep Connect
Schedule rep meetings and generate warm leads for more impactful detailing

11

HCP Elevate – Turning Targets into Advocates

Background

A nutritional solutions brand launched its OTC product line in the U.S., seeking to build awareness and convert HCPs into brand advocates.
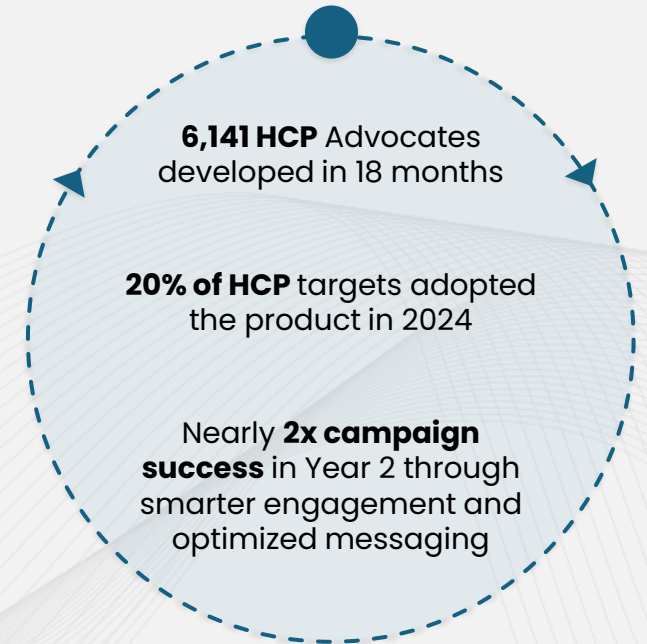
Objectives

- Generate awareness among HCPs
- Drive product trial and consideration
- Support field reps by preparing HCPs for brand adoption

Solution

- Designed a **conversational engagement strategy** targeting unreachable or unprioritized HCPs
- Guided HCPs through the **adoption journey**: from awareness → trial → advocacy
- Prioritized symptom-based success stories to deepen engagement

The Results

6,141 HCP Advocates developed in 18 months

20% of HCP targets adopted the product in 2024

Nearly **2x campaign success** in Year 2 through smarter engagement and optimized messaging

12

HCP NPP Energize –Non-Personal Promotion

Background

A pharmaceutical brand needed to boost the performance of its Non-Personal Promotion (NPP) campaign. Traditional tactics weren't engaging all target HCPs — and the "why" behind poor engagement remained unclear.
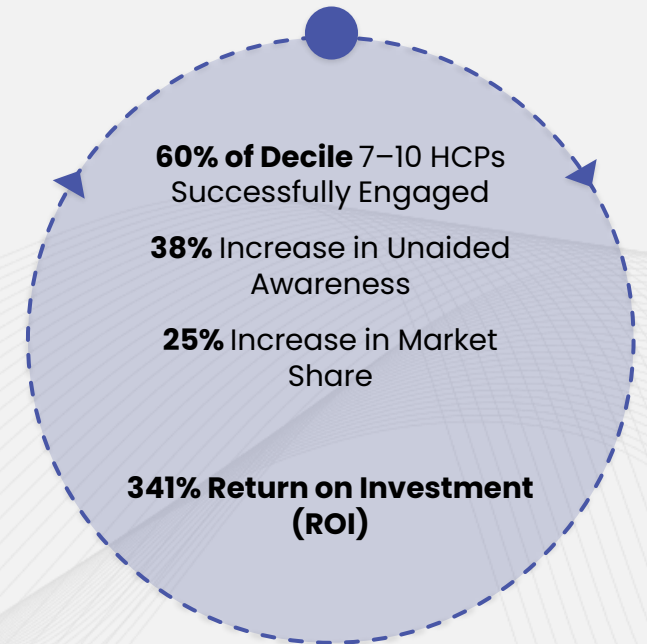
Challenge

Integrate **cost-effective, personalized outreach** into an existing NPP campaign to increase awareness, product trial, and adoption.

Solution

- Launched a **6-month, 5-market** pilot campaign combining digital and human engagement

- Leveraged proprietary HCP data to drive **multi-touch follow-up**

- Used **on-demand emails, calls, and resource kits** to guide HCPs from awareness to recommendation

- Partnered analytics team directly with the client to track progress and optimize campaign in real-time

The Results

60% of Decile 7–10 HCPs Successfully Engaged

38% Increase in Unaided Awareness

25% Increase in Market Share

341% Return on Investment (ROI)

HCP Re-Activate – Reigniting Dormant Prescribers

Background

A biopharma company offering a treatment for Major Depressive Disorder faced declining engagement from HCPs who had trialed but discontinued or reduced prescribing. These "dabblers" were a missed growth opportunity.
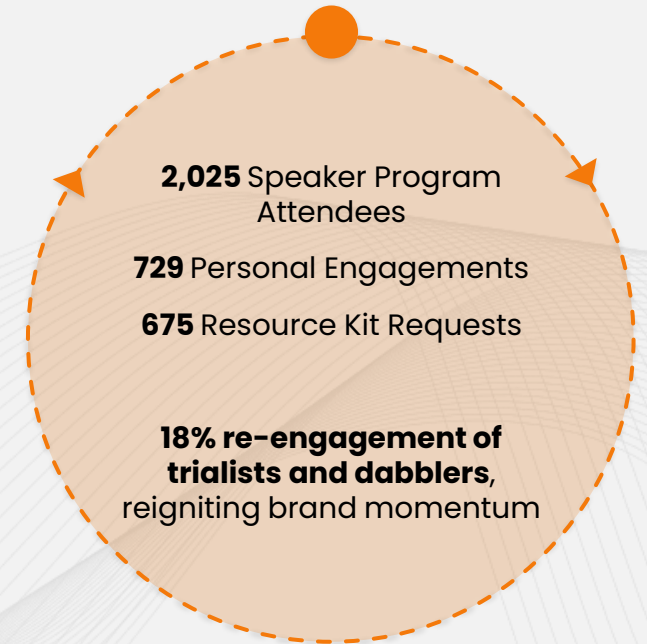
Challenge

Re-engage dormant and low-frequency HCPs to **revive product adoption** and expand brand reach.

Solution

- Implemented a **multi-channel, personalized campaign**
- Delivered peer insights and **educational resources** aligned with HCP preferences
- Conducted **dynamic P2P webinars**, supported by top HCPs
- Captured real-time feedback and adapted outreach based on behavior and motivators

The Results

2,025 Speaker Program Attendees

729 Personal Engagements

675 Resource Kit Requests

18% re-engagement of trialists and dabblers, reigniting brand momentum

HCP Rep Connect –Virtual Meetings with Leads

Background

A mid-sized biopharma company launched a new ADHD treatment. With only four Inside Sales Reps (ISRs) covering thousands of HCPs, their outreach was inefficient, often requiring 30–50 cold calls to book a single meeting.

Challenge

Quickly fill the pipeline with **scheduled meetings**, enabling ISRs to focus on selling and educating HCPs.

Solution

- Deployed a **targeted outreach campaign** to raise awareness and interest

- Delivered **content-specific resources** and scheduled **virtual detail meetings** for ISRs

- Introduced a **lead generation track** mid-campaign to support the field force

The Results

399 Virtual Meetings Scheduled with Inside Sales Reps

202 HCPs Requested Meetings with Field Reps

Significantly **increased ISR productivity** and HCP engagement
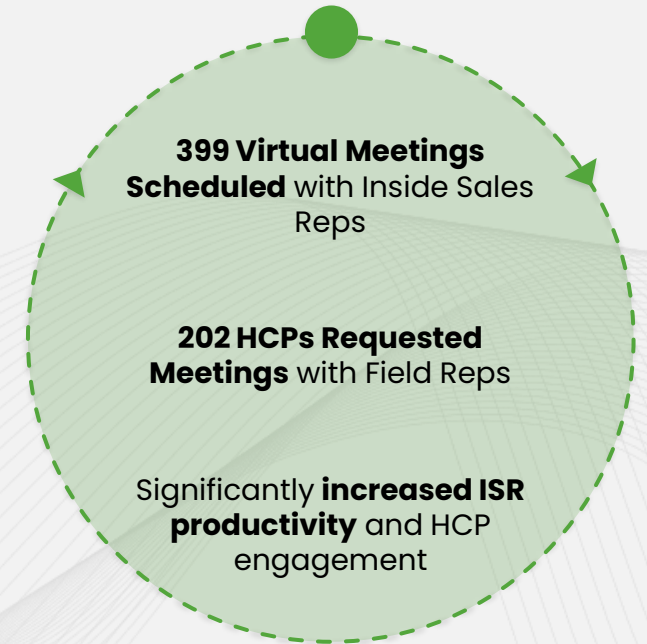
Virtual Peer-to-Peer Education
That Drives Real Impact

01 Interactive, Peer-Led Learning
Live, collaborative sessions that foster dialogue, not just presentations

02 Designed for Healthcare Audiences
Programs tailored for biopharma, medical devices, digital therapies, and OTC brands

03 Cost-Effective, High-Impact Delivery
Virtual formats offer the power of in-person learning at a fraction of the cost

04 Flexible Execution
Delivered as standalone events or integrated into full-funnel engagement campaigns

05 evoEngage's Signature Advantage
Making virtual programs just as effective — if not more — than in-person education

16

Flexible Virtual Formats to Match Every Brand's Needs

evoEngage

Experts on Call
On-demand access to appropriate KOLs for 1:1 HCP engagements

On-Demand Programs
Pre-recorded KOL-led sessions available 24/7 for flexible HCP learning

Speaker Programs
Rep-driven and marketing-led events with disease or brand-focused discussions

Peer Exchange Roundtables
Speaker-less, interactive discussions moderated by Group Learning Experts

Advisory Boards
Professionally facilitated virtual boards for expert input and market insights

Peer-to-Peer Specialists Who Transform Learning

01 **Engaging Moderators, Not Just Hosts**

Our Group Learning Experts create interactive, high-impact environments for HCP education

02 **Built for Medical Education**

Experienced across virtually every therapeutic area — ensuring relevant, compliant discussions

03 **Active Participation, Not Passive Viewing**

Transform attendees into contributors through guided, peer-based dialogue

04 **Trusted by Brands & KOLs**

Experts structure each conversation to maximize insights, value, and brand alignment

evoEngage

Built-In Tech for Seamless, Secure Program Delivery

Integrated Registration Systems
Customizable, compliant registration portals designed to streamline onboarding and track attendance in real time

Secure & Scalable Platform
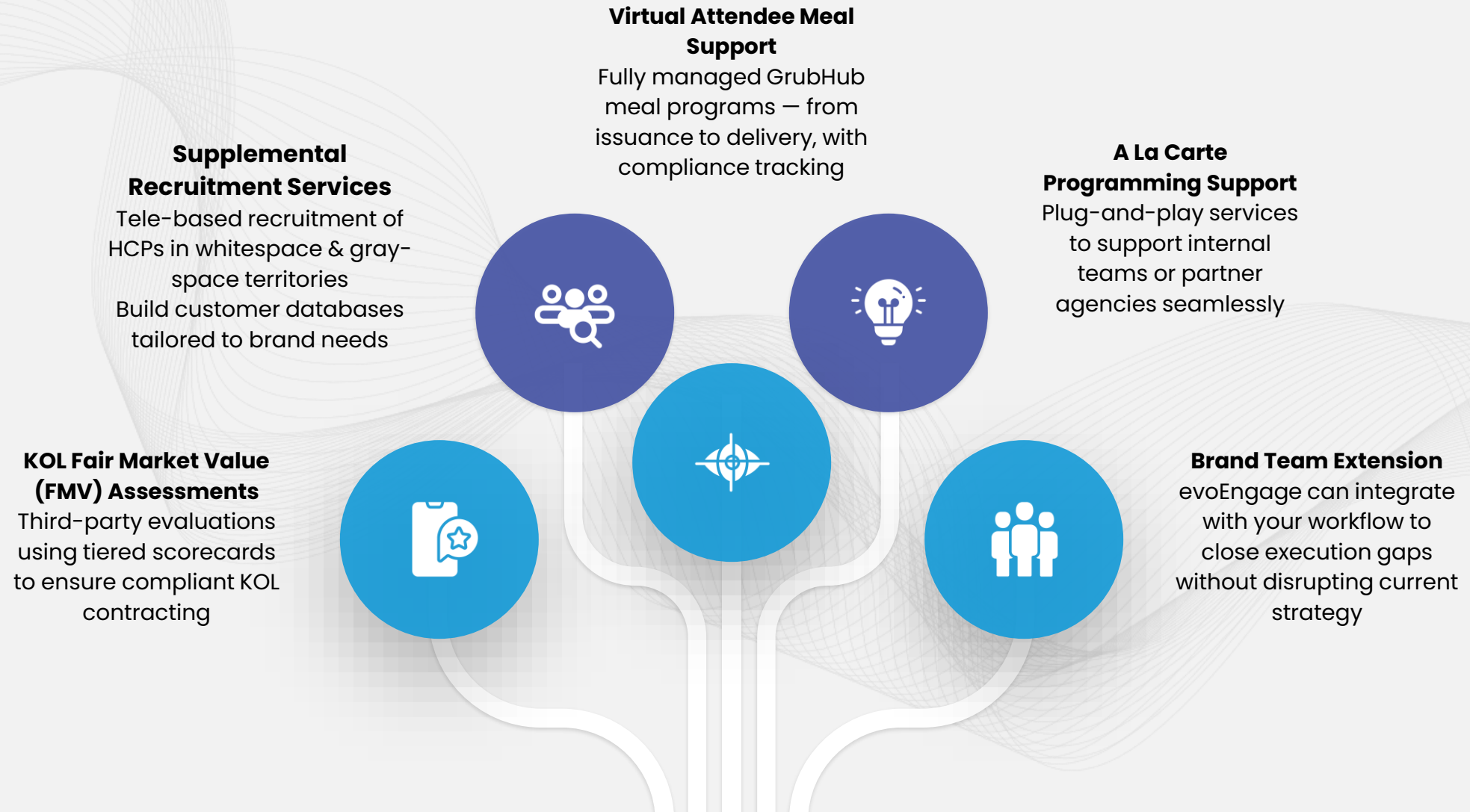Robust virtual platform supporting live, on-demand, and hybrid programs — optimized for healthcare audiences

Compliance-First Approach
Fully aligned with industry regulations (incl. FMV, speaker eligibility, opt-ins, data privacy)

Real-Time Analytics & Reporting
Full transparency through dashboards that track engagement, attendance, and follow-up opportunities

Flexible Support Services to Fill Any Gap

evoEngage

Virtual Attendee Meal Support
Fully managed GrubHub meal programs — from issuance to delivery, with compliance tracking

Supplemental Recruitment Services
Tele-based recruitment of HCPs in whitespace & gray-space territories
Build customer databases tailored to brand needs

A La Carte Programming Support
Plug-and-play services to support internal teams or partner agencies seamlessly

KOL Fair Market Value (FMV) Assessments
Third-party evaluations using tiered scorecards to ensure compliant KOL contracting

Brand Team Extension
evoEngage can integrate with your workflow to close execution gaps without disrupting current strategy

What Our Partners Are Saying

Testimonial 1

"The virtual programs are incredibly engaging — especially thanks to the Group Learning Experts. Pete, our moderator, makes HCPs feel comfortable enough to participate, creating a rich and interactive learning environment."

Sales Account Executive

Testimonial 2

"evoEngage is a strong and reliable partner. From insightful market analysis to stepping up during key transitions, they always deliver with a 'whatever it takes' attitude. Their analytics support gives me confidence when presenting to executive leadership."
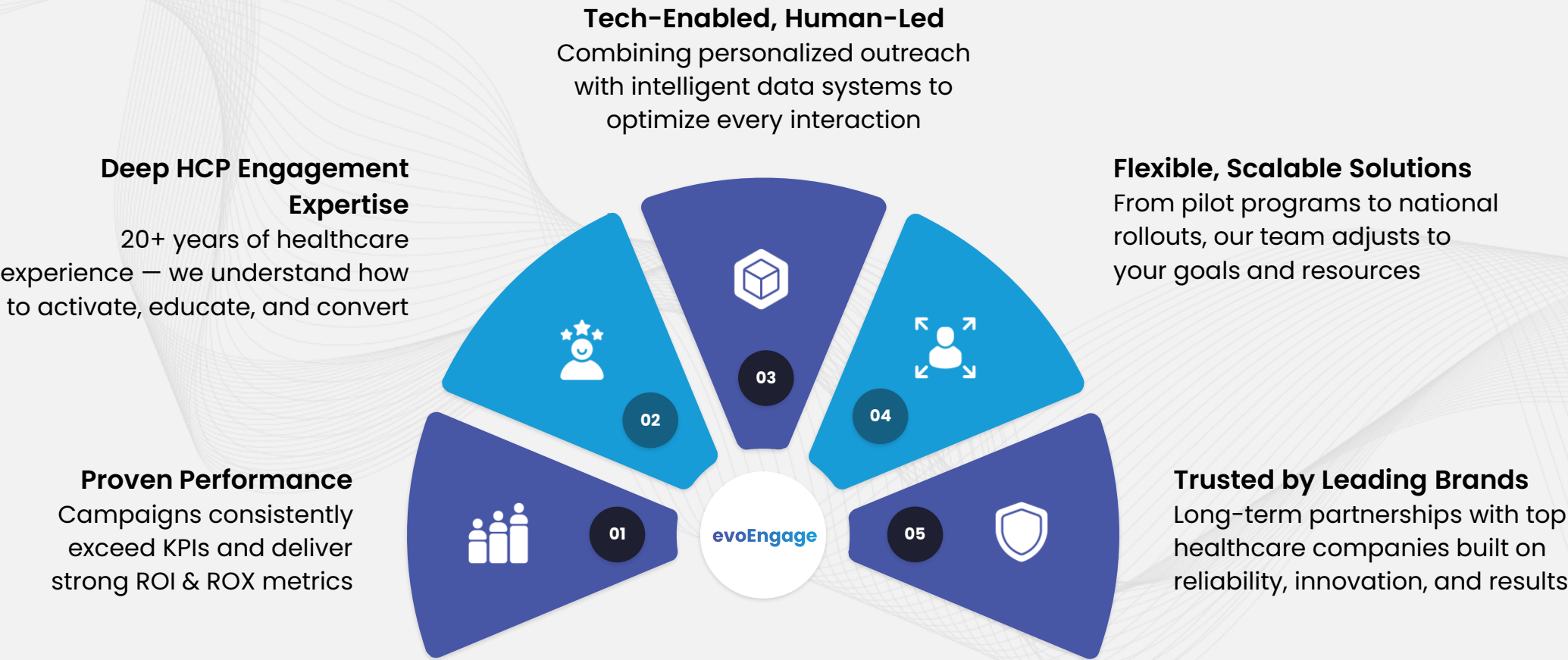
Director of Professional Marketing

Testimonial 3

"We struggled with attendance and targeting. evoEngage not only registered the right HCPs but also delivered an exceptionally high conversion rate."

Associate Product Manager

Why Partner with evoEngage?

Tech-Enabled, Human-Led
Combining personalized outreach with intelligent data systems to optimize every interaction

Deep HCP Engagement Expertise
20+ years of healthcare experience — we understand how to activate, educate, and convert

Flexible, Scalable Solutions
From pilot programs to national rollouts, our team adjusts to your goals and resources

Proven Performance
Campaigns consistently exceed KPIs and deliver strong ROI & ROX metrics

Trusted by Leading Brands
Long-term partnerships with top healthcare companies built on reliability, innovation, and results

evoEngage

01
02
03
04
05

22

Let's Connect

info@evoengage.com

www.evoengage.com

Based in [Insert Location if needed]