


NYU Langone Health NYU Long Island School of Medicine

The Age Of Virtual CME We Invite You To Join Us....

Continuing Medical Education



NYU-LISOM Chairs and Winthrop Clinical Chiefs

- Did you know Virtual CME can expand your department's reach?
- Recent Virtual versions of large events sponsored by NYU Long Island School of Medicine CME have exceeded attendance at similar in-person events!



Is your department leveraging CME opportunities for academic visibility, (and revenue generating goals)?



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How is Virtual CME different from in-person CME?

- In academic content, little difference
- But, start planning 6-9 months in advance (speaker availability, fundraising, audience building). Be sure to check for similar events that may compete (NYUMC, national societies).

The most significant differences in Virtual CME

- All-online presentation format
- Virtual CME reaches a larger NATIONAL audience
- Engagement improves compared to in-person CME
- Engage the CME audience longitudinally, re-think what an “event” looks like.
- Evolving comfort of audiences with webinar technology in the COVID era.
[During a recent endoscopy live case webcast:](#)
 - Online Q& A submissions +300 %,
 - Total audience participation +200 %

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How much will Virtual CME cost my dept. to sponsor?

- Start for as little as **\$5000** in platform costs
- Traditional CME: **\$3,000 Catering +**
 3,000 Printing +
 2,000 Speaker Travel
 = \$8000++



The most significant difference is the income potential for your department

- Online platform allows paid exhibitors to support the cost
- Exhibitors interact with the audience in a mobile event app, not during the CME webcast
- Larger firms **spend more** to reach online audiences
- Marketing cost can be lower than direct mail



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Frequently Asked Questions by Faculty

Q. **How can Company Exhibitors interact** with clinicians and still be CME-Compliant?

- A. → The CME Activity content dwells in an entirely separate platform from the mobile app where the Exhibitors and Audience interact. There is no direct link of the promotional content to the CME content to the promotional content. Audience are verbally encouraged at breaks to visit our exhibitors, but there is no coercion, or inadvertent exposure of audiences to promotion through their own inaction. All audience interactions are at their own choice.
- We send a PUSH notification alerts to invite audience members to visit exhibitors in the mobile app, starting approximately 1 week before the symposium, to several months following the event. During the actual symposium's timed agenda, we ask the Exhibitors not to "compete" with academic content timing, to maintain ACCME compliance.

Q. **Can I see a sample of the Exhibit Platform** to review (e.g, a staging site)?

- A. → Below are screenshots of a recent event app set up. To sample the actual look and feel, log-in to the app, and take a look around:

- <https://event.crowdcompass.com/endoscopy20/activity/eKfCzpVFuq>
- **Event Password:** Endoscopy2020



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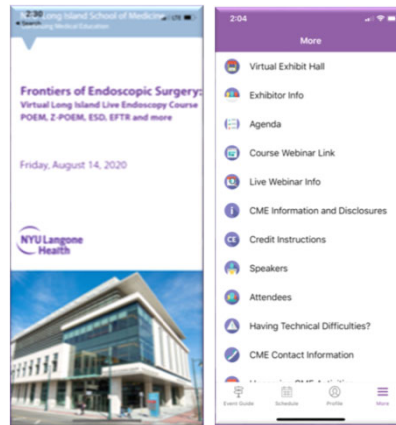
Screenshots of the Mobile Device – Front End



CME Webinar Content (Adobe Connect, BlueSky, Webex, Zoom, or other streaming site)

The 2 apps are not linked

Both platforms have been successfully piloted at large CME events by NYU Grossman School of Medicine (Source: Danielle Milbauer, CME Director, GSOM)



AttendeeHub/CrowdCompass app holds all exhibitor and promotional material





Screenshots of Mobile Device- inside the event

The image displays three screenshots of a mobile application interface for an event titled "Frontiers of Endoscopy".

- Left Screenshot:** Shows the main event guide with sections for "FEATURED SPEAKERS" (Stavros Stavropoulos, MD), "FEATURED SESSIONS" (ERBE-USA staff is available for live conversations!), and "FEATURED SPONSORS" (Boston Scientific). Navigation icons for "Event Guide", "Schedule", "Profile", and "More" are at the bottom.
- Middle Screenshot:** Shows a schedule for "Friday, August 14th" with time slots (12:01 AM, 7:00 AM, 7:30 AM, 8:00 AM) and corresponding event descriptions like "Pre-Event Lobby" and "Live case #1: Z-POEM".
- Right Screenshot:** Shows a "Sponsors" list including Diamond Elite, Boston Scientific, Gold Sponsor, Erbe USA, Lumendi, Medtronic, and Micro-Tec.


A purple callout box with a white border points to the "Sponsors" list and contains the text: "Sponsors purchase a level of audience interactivity that fits their budget".



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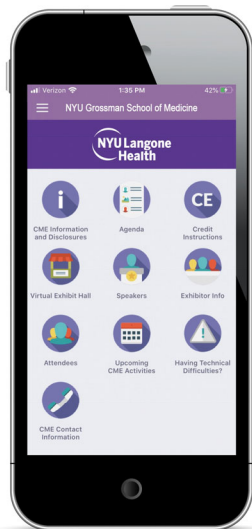
VIRTUAL EXHIBIT INFORMATION

Continuing Medical Education



Thank you for your interest in exhibiting at our upcoming NYU Long Island School of Medicine CME activity! We are excited to be able to offer you an array of new virtual exhibit opportunities. Following you will find details and answers to our FAQs.

Mobile Course app



- Beginning 3 weeks before the course date, all learners are highly encouraged to download the course app, as it is home to the exhibits, agenda, presentations, speaker bios, credit instructions, and links to the learning platform.
- Within the **Exhibitor Info** icon lives your company description, links, assets, videos, logo, images, and more!
- Within the **Virtual Exhibit Hall**, you will be able to connect with learners during the exhibit hours. The exhibit hours run the length of the course, but we encourage registrants to visit the booths during the scheduled breaks and lunch.
- Click [here](#) to view a short video of the app.
- Registrants can access the course app via a mobile device or tablet or using a browser.

Exhibitor Info Icon -- What? How?

- Within the **Exhibitor Info** icon lives your company description, links, assets, videos, logo, images, and more! In order to set this up, you will need to provide the following:
 - **Description** – This can include any information you would like; it is a free text box
 - Product information, links to videos, product links, online meeting platform link (Zoom, webex etc.) for exhibit booth hours, product theater, etc.
 - **Attendee Survey** – You have the ability to build an attendee survey on your company page where you are able to ask the attendees to fill out their contact information if they want to be contacted by you (reps/your company) for further information
 - **Contact Information** – Phone(s), Email(s), Website(s), LinkedIn URL
 - **Assets** – A single image file (JPEG, PNG, etc.) to upload a logo, headshot, or other graphic
 - Additional Image: Select multiple image files (JPEG, PNG, etc.) to upload graphics relating to your company, site, or products
 - Assets Tip: For the best in-app resolution, images should be about 300 by 300 pixels. For rectangular images, we recommend portrait view over landscape.
 - **Documents** – Any document(s) you'd like uploaded to your listing (10 MB limit each upload, unlimited number of uploads)
 - Please indicate if you would like these PDFs to have a specific naming convention and order

Note: These items can be emailed to Peter.Sandre@nyulangone.org

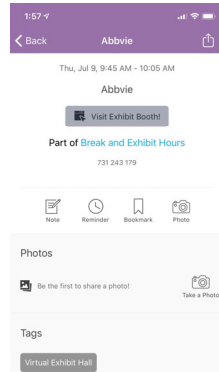
Exhibitor Info Icon -- More Details

- **The course app is live for a year after the course**, if you'd like your company's information removed after a certain date, please be sure to let Peter Sandre know.
- We are not able to track specific data (clicks, page views, duration, etc.) on your company's page within the exhibitor icon.
- **The course app will be made live 3 weeks before the course date.** If you'd like to see what your company's listing looks like before it goes live, you will need to submit all of the information and assets before that date.
 - Note: Updates to the course app can still be made after the go live date in real time

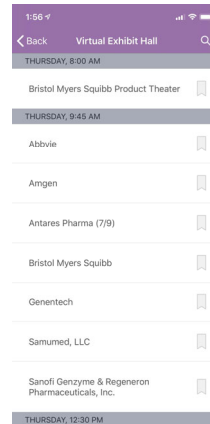
Virtual Exhibit Hall Icon

Within the **Virtual Exhibit Hall**, you will be able to connect and chat with learners during the exhibit hours via your booth

- The Virtual Exhibit Hall icon consists of a list of all the companies that have exhibit hours and provides learners with a direct link to the booth (meeting platform)
- You will need to set up the booth on your own meeting platform (Zoom, Webex, etc.) and send the link to be added to the course app



Your virtual exhibit hall can be open for the entire length of the course, however we will be encouraging registrants to visit the booths during the breaks/lunch



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Who has access to the mobile course app?

- The mobile course app is password protected
- Only confirmed registrants, confirmed course exhibitors, course speakers, and NYU CME staff have access to the app and its content

Who has access to the virtual exhibit hall?

- Only confirmed registrants, confirmed course exhibitors, course speakers, and NYU CME staff have access to the app and its content
- Since you will be setting up your booth, using a meeting platform (Zoom, Webex, etc.), you have control over the settings of your meeting (booth)
 - i.e. password protect your meeting, disable video, disable chat functionality, etc.

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How will we drive registrants to the exhibit hall booths?

- **There will be multiple emails** sent to learners encouraging them to download our app
- **Bold push notifications** will be sent to all registrants through the app encouraging them to visit the Exhibitor Info and Virtual Exhibit Hall
- **Email blast will be sent to all registrants** informing them that the exhibitor content is available on the app the week of the course
- Learners who **visit a booth during exhibit hours we will enter into a raffle** to win complimentary registration to next year's course.
 - For every booth visited, learner will receive 1 entry into raffle
 - If your company chooses not to offer booth hours, learner will receive 1 entry per survey completed
- There is a **Virtual Exhibit Hall icon with direct links** to exhibit booths
- **Links directly to booths are incorporated into the Agenda icon** during the break times.

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Product Theater Information (where applicable)

- **Product Theaters are non-CME sessions** that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. They will provide your company a forum to promote new products/services, present new research findings or conduct product demonstrations outside of your virtual exhibit hours in an educational environment.
- **In order to be compliant with the ACCME**, the product theater session must take place outside of the confines of the educational activity and cannot compete with the educational intervention.
- **NYU Langone Health physicians are not allowed to participate as speakers in Product Theaters.**
- You will need to set up the product theater on your own meeting platform (Zoom, Webex, etc.) and send the link to be added to be added to your booth in the virtual exhibit hall within the course app.
 - If your company requires pre-registration to the product theater, we will need to know ahead of time.

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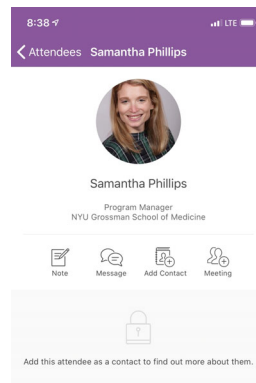


How will we drive registrants to the Product Theater(s)?

- There will be **multiple emails sent to learners** encouraging them to download our app
- **Specific push notifications about your product theater** will be sent to all registrants through the app encouraging them to attend
- **Email blast will be sent, the week of the course**, to all registrants informing them that the exhibitor content is available on the app and specifically mentioning the details of your product theater
- Learners who **visit a booth during exhibit hours we will enter into a raffle** to win complimentary registration to next year's course.
 - For every product theater attended, learner will receive 2 entries into raffle
- There is a **Virtual Exhibit Hall icon** with direct links to your product theater
- **Links directly to your product theater** are incorporated directly into the Agenda icon

How can I proactively connect with learners?

- Within the course app, you will have access to the **Attendees** icon which includes all confirmed learners and speakers. This is where you can actively reach out to clinicians.
- Within this icon you can:
 - Send a message
 - Share contact information
 - Set up meetings



Important tip: Your profile must be visible in order for you to be able to use this functionality; learners' profiles default to visible but they have the option to 'disable' visibility.

Other Frequently Asked Questions - I

- Q. “**How can I as an exhibitor to have an extended product or disease discussion** with a health care provider?”
- A. → We use a mobile course app that allow attendees to navigate the event resources, downloads and exhibitors. See page 5 for the App distribution date. The App will remain open for several months after the symposium, to foster extended discussions between exhibitors and health care providers.
- Q. “**How can I identify of the health care provider’s specialty** information?”
- A. → We include self-identified specialty information for most Attendees when importing them into your Mobile Course App.
- Q. **What Virtual Exhibit platform does NYU use**, and can it render approved visual resources with safety information as required?
- A. → We currently use CrowdCompass. Virtual Exhibitors are asked provide the CME office with the electronic logos, links and listings for initial loading into your dedicated company tab of the app. Changes can be made in real time, but we encourage Exhibitors to submit materials **before** the initial load date, in order to put your best foot forward before the App is released to the HCP audience. Depending on Exhibitor’s purchase level, live teleconference links can be embedded to create Virtual Product theatre. Other downloadable materials can be offered in links alongside your Exhibitor page, including Product Safety Data and other PDFS.

Other Frequently Asked Questions - II

- Q. **Can I see a sample of the Exhibit Platform** to review (e.g, a staging site)?
- A. → Attached are screenshots of a recent events (Dermatology, Endoscopy) that utilized the same logistical set up as will be followed in future events. If you have specific visuals in mind that are different from what is depicted, it is likely that they can be accommodated on your companies dedicated screens of the mobile app. The mobile app is also fully functional on desktop computers and tablets, so “responsive” device layouts may position visual elements differently depending on each person’s viewing device size.
- Q. **Describe how my interactions will occur** with health care providers?
- A. → We send a number of PUSH notification alerts to prompt the HCP audience members to visit the exhibitors in the mobile app starting approximately 1 week before the symposium, through at least 6 months following the event. During the actual symposium timed agenda, we ask the Exhibitors not to “compete” with academic content timing, to maintain ACCME compliance.
- At scheduled agenda breaks, HCPs will be encouraged (by means of an online exhibitor hyperlink) to visit the mobile attendee App and interact with exhibitor staff during break and after the event. **At the agenda breaks, the event moderator will verbally encourage audience to visit the exhibits area, and as an incentive to do so, we will offer a raffle prize to participants who visit the exhibitors.** (See page 8)

Screenshot: Each exhibitor customizes their booth page about three weeks before the event. Audience begins visiting your booth about 1 week before the event.

The screenshot shows a virtual booth page for Castle Biosciences. The header includes the event name "40th Annual Advances in Dermatology" and the date "Jun 5, 2020". The user is identified as "Robert Martin". A sidebar on the left contains navigation options like "My Items", "Event Guide", and "CME Information and Disc...". The main content area features the "CASTLE BIOSCIENCES" logo and a "Description" section. A yellow callout box points to the description with the text "Differentiate your product on Mechanism of Actio". The footer shows "21 NYU Long Island School of Medicine" and the "NYU Langone Health" logo.

Screenshot: Start with a simple Booth Layout, or add visuals

The screenshot shows a virtual booth page for Castle Biosciences with a simple layout. The header is the same as the previous screenshot. The main content area displays the event date and time: "Fri, June 5th, 7:45 AM - 4:45 PM". Below this is the "Castle Biosciences" logo and a prominent "Visit Exhibit Booth!" button with the password "338166". A yellow callout box points to the "Photo" icon in the bottom navigation bar. A cookie consent banner is visible at the bottom of the page. The footer shows "22 NYU Long Island School of Medicine" and the "NYU Langone Health" logo.

Screenshot: Provide downloadable product materials

40th Annual Advances in Dermatology
Jun 5, 2020

Robert Martin | Notifications 5

Event Guide

- CME Information and Discl...
- Agenda
- Course Webinar Link
- Virtual Exhibit Hall
- Exhibitor Info
- Speakers
- Attendees
- Live Webinar Info
- Credit Instructions
- Having Technical Difficulties?
- CME Contact Information
- Upcoming CME Activities

Regeneron & Sanofi Genzyme

SANOFI GENZYME
REGENERON

Regeneron & Sanofi Genzyme

Note Bookmark

Description

Explore what's new about DUPIXENT® (dupilumab) at <https://www.dupixenthcp.com>

Package Inserts and Safety info

Don't forget to visit the Virtual Exhibit Hall for our product theater at 10:00am ET!

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Screenshot: Your Virtual Booth can offer many interactions

40th Annual Advances in Dermatology
Jun 5, 2020

Robert Martin | Notifications 5

My Items

- My Schedule
- Messages
- Appointments
- Contacts
- Notes
- Bookmarks
- My Badge

Event Guide

- CME Information and Discl...
- Agenda
- Course Webinar Link
- Virtual Exhibit Hall
- Exhibitor Info
- Speakers
- Attendees
- Live Webinar Info
- Credit Instructions
- Having Technical Difficulties?

Novartis

Novartis Pharmaceuticals Corporation

Novartis

Note Bookmark

Description

Novartis is reimagining medicine to improve and extend people's lives. As a leading global medicines company, we use innovative science and digital technologies to create transformative treatments in areas of great medical need. In our quest to find new medicines, we consistently rank among the world's top companies investing in research and development. Novartis products reach more than 800 million people globally and we are finding innovative ways to expand access to our latest treatments. About 109,000 people of more than 145 nationalities work at Novartis around the world. Find out more at www.novartis.com

Video Links

Treatment goals are more than a score - COSENTYX secukinumab HCP <https://youtu.be/3GU4kwbAqE>

Let's Talk With Your Peers - COSENTYX secukinumab HCP <https://youtu.be/7c5xT05yXk>

If you'd like to be contacted by someone from Novartis, please complete the survey below!

Surveys

Would you like someone from Novartis to contact you?

KOL and patient advocacy voices

Add a survey or contact form

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NYU Langone Health

Screenshot: Option to Embed your firm's existing videos

The screenshot shows a web browser displaying an event page for the "40th Annual Advances in Dermatology" on June 5, 2020. The page features a purple header with the event title and a user profile for Robert Martin. A sidebar on the left contains an "Event Guide" with various navigation options. The main content area is for the "Pfizer" booth, displaying the Pfizer logo and an embedded video player. The video player shows a man in a white lab coat and blue gloves working in a laboratory. A yellow arrow points from the "Description" text, which includes a URL to a YouTube video, to the video player. The footer includes the page number "25" and the "NYU Long Island School of Medicine" logo.

Screenshot: Booths are compatible with almost any videoconference service you use: Zoom, Webex, GoToMeeting

The screenshot shows a web browser displaying an event page for the "40th Annual Advances in Dermatology" on June 5, 2020. The page features a purple header with the event title and a user profile for Robert Martin. A sidebar on the left contains an "Event Guide" with various navigation options. The main content area is for the "Sun Pharma" booth, displaying the Sun Pharma logo, the date and time "Fri, June 5th, 7:45 AM - 4:45 PM", and a "Visit Exhibit Booth!" button. Below this, there is a "Description" section with a GoToMeeting link: "Please join my meeting from your computer, tablet or mobile phone. https://www.gotomeet.me/RalphMarano". A yellow arrow points from this link to a GoToMeeting meeting page. The meeting page shows a profile for "Ralph Marano, Regional Sales Manager" and a "Join My Meeting" button. The footer includes the page number "26" and the "NYU Long Island School of Medicine" logo.

Screenshot: We drive Traffic to Exhibitors during pre-show and breaks

Visit our exhibitors, attend product theaters!

Use our conference app to visit our exhibitors!

- Within the Exhibitor Info icon, tap a company name, and explore!
- Be sure to check out Virtual Exhibit Hall icon to attend product theaters and connect with representatives during the breaks!

Note: You will be leaving this platform to visit the exhibitors

You can access via phone, tablet or computer

- If you have not yet downloaded or visited the app, click on Handouts (bottom of the screen) for instructions

[Click here to download handouts](#)

NYU Langone Health

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Screenshot: It's Showtime, and the Stage is set for the CME presentation

NYU Langone Health

40TH ANNUAL ADVANCES IN DERMATOLOGY

Course Directors: Jerry Shapiro, MD and Jennifer Stein, MD, PhD

Department of Dermatology
NYU Grossman School of Medicine

[Click here to download handouts](#)

NYU Langone Health

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Screenshot: our CME Virtual Symposia layout complies with ACCME Standards of Commercial Support regarding separation of promotion from education

The screenshot shows a Zoom meeting window titled 'NYU - Adobe Connect'. The main content is a presentation slide titled 'Infection Prevention' with a sub-heading 'Hierarchy of Controls'. The slide features a pyramid diagram with five levels, from most effective at the top to least effective at the bottom:

- Elimination:** Physically remove the hazard
- Substitution:** Replace the hazard
- Engineering Controls:** Isolate people from the hazard
- Administrative Controls:** Change the way people work
- PPE:** Protect the worker with Personal Protective Equipment

On the right side of the Zoom window, there is a video feed of Michael S. Phillips, MD, and a 'Meeting Information' panel with audio instructions. At the bottom right, there is a button that says 'Click here to download handouts' and the NYU Langone Health logo. The bottom left corner of the window shows '29 NYU Long Island School of Medicine'.

Screenshot: Meet with our HCP Audience at breaks

The screenshot shows a virtual event interface for '40th Annual Advances in Dermatology' on Jun 5, 2020. The user is logged in as Robert Martin. The main content area displays information for 'Castle Biosciences' on 'Fri, June 5th, 7:45 AM - 4:45 PM'. It includes a 'Visit Exhibit Booth!' button with a password of 338166 and icons for 'Note', 'Bookmark', and 'Photo'. A 'Description' section is visible, with a yellow arrow pointing to the text 'Join Zoom Meeting' and a long URL. The left sidebar contains an 'Event Guide' with various navigation options. The bottom left corner shows '30 NYU Long Island School of Medicine' and the bottom right corner features the NYU Langone Health logo.

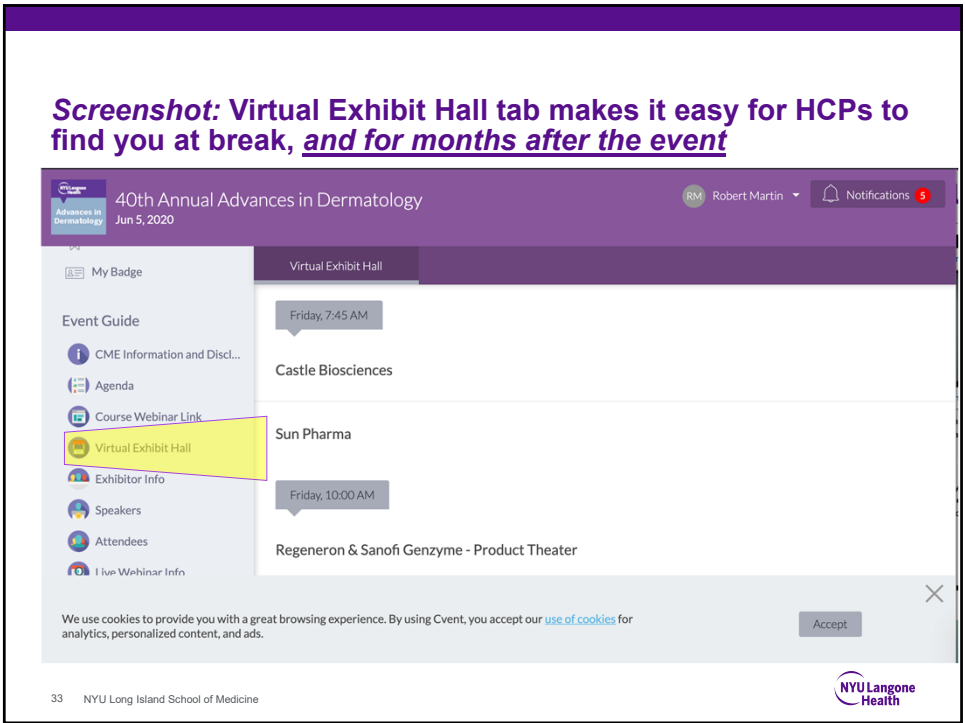
Screenshot: The Product Theatre option provides a high-impact showcase for your product

The screenshot shows the event page for 'Regeneron & Sanofi Genzyme - Product Theater' on Friday, June 5th, from 10:00 AM to 10:30 AM. A yellow arrow points to the 'Product Theater Link' button. The page includes a sidebar with an Event Guide, a main content area with a 'Share' button and icons for Note, Bookmark, and Photo, and a 'Tags' section with 'Virtual Exhibit Hall'. The footer contains the page number 31, the NYU Long Island School of Medicine logo, and the NYU Langone Health logo.

Screenshot: An exclusive Product Theater timeslot has the thrill of a live event

The screenshot shows the event page for 'Pfizer - Product Theater' on Friday, June 5th, from 12:15 PM to 1:00 PM. A yellow arrow points to the 'View Product Theater' button. The page displays the event password 'MP-NjyRA953' and the event number '145 786 2034'. The 'Description' section includes the event number and password. The footer contains the page number 32, the NYU Long Island School of Medicine logo, and the NYU Langone Health logo.

Screenshot: Virtual Exhibit Hall tab makes it easy for HCPs to find you at break, *and for months after the event*



We look forward to collaborating with you!

For additional questions, please contact Peter.Sandre@nyulangone.org

THANK YOU!