



Together

Case Study :
**HEALTH TALK FOR
DOCTORS BY EXPERTS**



Together Partnered with Health Care

Partnered with a healthcare major, we organized a health talk for doctors in Lucknow. This event was connected via video conference to doctors in Allahabad, Gorakhpur, Varanasi, and Kanpur. The topic of the talk was Nerve Care Health Forum.

Problem

The health care major wanted to organise a health talk for doctors in a state but they came with two raising concerns from the past experiences of conducting similar events. The first concern was that if they organise it at one location the number of doctors attending the talk would be less keeping in mind the busy schedule of the profession. The second concern was that it would require huge investment in creating a one day residential event. creating a one day residential event.

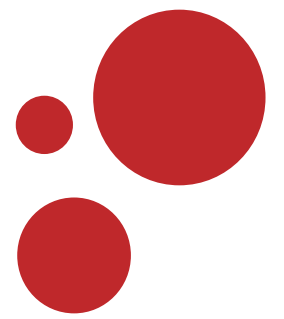


Solution

We suggested creating a Central Event at one location and making it live at other locations via two-way satellite conference set-up. There were moderators at these three locations for making the question & answer process simpler.

Impact

The event was such a major hit among doctors from different satellite towns that the actual attendance surpassed the expected attendance of the audience by 1.5 times





Location: Multiple Cities in Uttar Pradesh

Service Used: Content, Meetings, Automation

Sector: Healthcare

Topic: Nerve Health Care, Peer to peer
Talk, Education