



## VideoBytes: A Lunch & Learn Program

Prepared by [name], CMG for [name], [company name]

Date:

### Introduction

#### Overview

Today's pharmaceutical company sales representatives rely upon innovative electronic tools that help them maximize the time spent with physicians while delivering high-impact messages that are easily retained. At the same time, busy health-care providers look to experts in their field to provide reliable, evidence-based information to validate the efficacy of a given treatment.

An **interactive, video-based program** that features credible product messages, supported by the evidence and delivered by leaders in the field, would therefore be an invaluable resource for the sales force.

Current Medicine Group (CMG) proposes a **VideoBytes** program that can be presented in the field to physicians. This flexible program will allow the sales representatives to bring thought-leader messages, evidence-based information, treatment guidelines and prescribing information into the physicians' office on every call.

Once developed, the value of the VideoBytes program can be maximized by utilizing its content in additional formats such as print materials, congress activities, interactive quizzes, streaming video on a website, and podcasts.

#### Description

Video Bytes consist of a **series of video interviews with key-opinion leaders (KOLs)** discussing pre-agreed topics in a given area. The interviews are fully scripted to allow prior regulatory approval. With your feedback, CMG will work with the KOLs to develop a list of topics and the script.

CMG suggests the following elements be featured on your Video Bytes program (subject to discussion and approval):

- Four 5-minute segments focusing on specific, pre-agreed topics;
- Segments will consist of a video KOL interview, with narrated bullet-point screens emphasizing key points, animation of a concept for clarification (e.g. mode of action), illustrations of data, references;
- Each segment will feature control buttons – play, pause, and stop – to allow flexibility of presentation, and will include the option to play the entire program from start to finish for longer presentations;
- The full transcript will be presented for each segment;
- The program will include specific product materials such as prescribing information, safety information, as required.

Prices valid for three months unless otherwise stated. Delivery not included.

Current Medicine Group reserves the right to revise quoted prices if final project specifications differ in any manner from this proposal.

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## **“Test Your Knowledge” quiz (*optional*)**

The “Test Your Knowledge” quiz is a great way to involve physicians in the learning process and expose them to the **clinical decision-making methods** of leaders in the field. This will help physicians successfully retain the information presented and impact their own clinical experience.

## **Key Points**

### **Objectives**

- Increase reach to physicians through multiple channels of distribution
- Increase face time and time discussing specific product data with physicians
- Measure the retention of information presented
- Reinforce core messaging through influential KOLs
- Increase traffic to exhibit booths and/or to online resources

### **ROI Metrics**

- Increase face time and product discussion by 15-20% (track completion rate of video interviews)
- Increase awareness and retention of messaging (track quiz results at the end of video program)
- Increase reach by measuring downloads of program at exhibit booths, from website, from smartphone synchs, etc.

### **Available Formats**

Video Bytes can be distributed via:

- CD delivered by sales reps
- Online streaming video on a website
- Pushed out to smartphones
- Downloaded to PDAs

## Example



### Estimated Budget

<b>Editorial</b>	<b>\$45,790</b>
KOL commissioning	\$5,540
Script development	\$26,400
Review & corrections (up to 2 rounds)	\$13,850
<b>Production</b>	<b>\$33,443</b>
Interface design	\$2,770
Interface build and testingw2r432	\$6,233
Flash programming	\$5,540
Reviews & corrections (up to 2 rounds)	\$18,900
<b>Video</b>	<b>\$65,285</b>
Filming	\$37,280
Editing & syncing	\$9,695
Incoding & output	\$8,310
Travel expenses	\$10,000
<b>Quiz (optional)</b>	<b>\$10,530</b>
Editorial	\$6,120
Production	\$4,410
<b>Other</b>	<b>\$24,160</b>
Annotated References (up to 25 articles)	\$6,160*
Honorarium (4 KOLs)	\$18,000
<b>Project Management</b>	<b>\$30,240</b>
<b>Estimated Total for 4 KOLs w/ Quiz</b>	<b>\$209,448</b>

\* Reference pack cost is pursuant to client's requirements.

## Optional Items

CD-ROMs	
1,000 units @ \$3.00	\$3,000.00*
CMG-hosted Streaming Video	
Programming & development	\$20,000.00

*\*Includes jewel case and disc label. Excludes delivery*

## Development and Technical Services

Final costs for project management, programming, hosting, and production will rely on the elements selected. Formal quotes will be available after the final decision by the client is confirmed.

## Contact Details

### Name

Title

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## About Current Medicine Group

Current Medicine Group Ltd (CMG) is a leading provider of medical educational materials and services for the pharmaceutical industry. Established in 1986, we combine the highest quality writing, editorial and communications services with unrivalled project management, design, production and development capabilities.

Working with the world's most prominent opinion leaders across all clinical disciplines, CMG produces highly tailored and innovative educational products for the entire healthcare community, whether in print or electronic, including online, on CD-ROM, USB or PDA.

CMG is a company within Springer Science+Business Media, one of the largest STM publishing groups in the world. We therefore also have access to a wealth of world-class published information in every medical specialty, aimed at any audience, from specialist physician to patient, all of which is available for licensing and electronic adaptation.

CMG has offices in Hoboken, NJ, Philadelphia, PA, and London, UK.