

A SUCCESS STORY

Array Helps CME Company Improve User Experience and Increase Engagement

Introduction

A CME provider partnered with Array to achieve highly engaging, informative and interesting meetings that kept learners involved and achieved knowledge retention. Since their relationship with Array began in 2019, they have expanded their partnership to include a variety of life sciences meetings, including CMEs, grand rounds, patient summits, fellows' meetings and symposia.



Background

The provider was founded by experienced CME and life sciences meetings experts and delivers CME via interactive educational elements delivered in person or virtually. Their novel gaming tool helps assess the level of knowledge transfer from each meeting, which they can then use to provide feedback to the meeting host.



The Challenges

The client's program incorporated live presentations, e-learning materials and their proprietary gaming platform, as well as data collection and analysis. They sought to improve delivery of these elements— and the experience for attendees—by integrating and presenting them cohesively. The client also had developed a wealth of resource materials for CME audiences and wanted an alternative to the high cost of printing these. They needed to find a technology partner that could bring all these pieces together in one platform in a way that created a positive, memorable experience and strong knowledge transfer. By doing so, they anticipated they could better build their reputation as a successful CME provider.



Why the Client Partnered with Array

Several of the CME company's executives had worked with Array on past meetings and recalled positive experiences and good results. For this reason, they contacted Array to see if they would be able to help them achieve their goals. They discussed their needs and Array's expertise in life science meetings, its technology and the support its technical and consulting teams could provide. After this conversation, the client was confident working with Array would bring about the type of meeting they envisioned.





Partnering for an Innovative Result

- To pull everything into one platform, Array helped the client create a program every participant would engage with via Array Managed iPads®.
- Presentation materials, engagement tools and the novel game were all then integrated into the platform.
- The library of resources the company prepared (and used to print) for each CME meeting was also made accessible via the event menu on the iPad. "We created an electronic program book and put it in the 'Resources' tab with information like a glossary of terms," explained the client. "This eliminated printing and saved on program costs, which was important for our clients who are nonprofits with small budgets."
- Throughout the meeting, Array's technology collected data about each individual's interaction that is shared with the host following the event. This provided valuable insight into things such as level of content engagement, areas where individuals or a group may have had difficulty with the content and portions of the meeting that particularly resonated.



Results

- The client regularly presents its CME programs on the managed iPads with the combination of **live elements, gamification and other engagement tools, and easily accessible archived resources**.
- Data collected during the meetings helped them gauge knowledge transfer and report this to their clients.
- They also used this information to look at a series of meetings over time and make changes as needed to improve the programming.
- Since 2019, the company has used Array to deliver live education at **14 life sciences meetings** including CMEs, grand rounds, patient summits, fellows' meetings and symposia. These programs have reached almost **4,200 attendees, more than 1,000 of them virtually**. Array's technology has been able to collect more than **16,000 responses to 153 polling questions**, as well as more than **31,000 responses to roughly 560 survey questions**.

Among the reasons the client appreciates Array's partnership is the strength of the on-site technology team. "The people Array employs are really top notch. We have worked with different techs on every program and know if Array employs them, we'll get knowledgeable trouble-shooters," says the client. "It's important to us that, if problems arise, they're very good at figuring out what to do. This isn't just related to their own technology. Array techs have helped us work through various program-related issues and are always very accommodating to make sure the event is successful. When running a program, you don't want the stressors to show to the attendees – and especially not to any grant providers in the audience. Working with Array, we can plan meetings with confidence."

Ready to improve knowledge transfer at your CME programs?

Get Started

Or contact us at: info@arraylive.com

About Array

Array is a content engagement partner for life sciences meetings – with nearly 20 years' experience at over 10,000 events. Our unique combination of technology and services is proven to improve business results by engaging more than 90% of audience members and increasing knowledge transfer while collecting meaningful analytics down to the individual participant level for actionable insights. Array offers technical support, meeting production expertise, and analytics interpretation and guidance to maximize the impact of in-person, virtual, and hybrid life sciences meetings.