



Trend scouting #1

TREND SCOUTING

UPDATE MARCH 2015
CONFERENCE STRESS

CONTINUING EDUCATION FOR DOCTORS: TODAY

Sometimes a coincidence leads to a new idea. This is what happened while visiting a restaurant in Sydney. We really just wanted to get a bite to eat before analyzing the Australian health system and an acquaintance had recommended a place to us. Supposedly, the most extraordinary food was served there. How surprised we were, when all we found was a slip of paper on the restaurant's door stating the following: "Sorry, we're closed at the moment. We're searching for new recipes. We'll be back." Then Gerd joked: "That's like the doctor's office closed when the doctor is attending a conference!". So driven by hunger, we looked for solutions: for the latter, there was an Italian place around the corner, while for the former we started giving it more thought...

Anett C. Coerper
went back a week later and is happy to tell you about the menu

OUT

Top knowledge only at conferences
No opportunity for contact to speakers and key opinion leaders
Large intervals between updates
Time-consuming forms of training
Information in the press with a large time delay

IN

Clustered and sensibly prepared information
Opportunities for personal contact
Daily updated information
Flexible time-planning
Individualized content

TRAINING FOR DOCTORS: TOMORROW

Live at a soccer match at the stadium: Here, it's all about the atmosphere. This is irreplaceable, but for the true fan, there's more to it than just the score, and the goal scorer. You pay attention to every detail and mobile apps even show the proportion of ball possession or the meters run by individual players. Via video-on-demand we can also watch the games when and where we want to. Sometimes we read independent reports on games, or discuss the line-up with fellow fans or communicate after a game with the players on their @twitter accounts. If this is possible with a sports discipline and is extensively used, why not in medicine?

Dr. Gerd Wirtz

Immediately got grey hair watching the Champion's League semi-final of his favorite FC Bayern-München on his smartphone.

I would like to hear more.
Please give me a call.

* By clicking the envelope, an email window opens. You just have to send this with your signature. Should this function be blocked by your company, then please answer our email directly. Thank-you!

MONTHLY FORMAT OF THE FUTURE

Conference – Online-Portal

Cost-efficient, fast, target group-oriented

Reporting & eLearning

- .Time: Training that fits every schedule
- .Up-to-date: Latest scientific knowledge
- .Personal: Information according to your needs
- .Neutral: Doctors choose their sources themselves

=> Connection to opinion leaders complying with transparency:
Creation of new paths for contractually commissioned work

Option II:

Community functions
Notifications from specialist association(s)

Option I:

Online CME &
Meet the expert

Conference updates

Webinars
VA calendar

The platform is adjustable to the needs of internal and external target groups as well as to the budget.