

# BeaconLive

Fully Managed Virtual Events



**5 Reasons Why the  
Healthcare Industry  
Needs Webinars**

## ► Introduction

Leading companies across all industries use webinars to share knowledge, attract new customers, and hone internal processes. But, **why webinars?**

Since more consumers are watching videos online now more than ever – 2 out of 4 people (**Marketing Your Hospital**) – **webinars simply make sense** in this digital age, which is why most meetings today are virtual. Webinars allow you to effectively deliver valuable information at a lower price than traveling to educate on-site. According to Forbes, three-quarters (75%) of executives said they watch work-related videos on business-related websites at least weekly. So, people are clearly interested in educational content pertaining to their field – which is another reason why posting webinars is an excellent way to effectively train. Virtual events allow professionals to accomplish a great number of things, including:

- Exchange opinions and experiences
- Deliver up-to-date content
- Provide solutions
- Create dialogue
- Interact with peers and colleagues online

The next big question is: Why is webinar usage relevant in specific industries – **the healthcare industry**, for one?

In this white paper, we'll explore **five reasons why the healthcare industry needs webinars**. Read on to gain deep insights into the purpose and importance of healthcare webinars and learn why healthcare professionals should be devoting a good portion of their time to creating compelling, informative webinars that add value to their brand, share their passion with the audience, create a lasting impression, and, of course, move their business forward.





## ► Why does the healthcare industry need webinars?

In the healthcare industry, utilizing modern forms of technology – such as posting webinars – helps to continuously optimize the execution of care and streamline processes that support and enable efficient care delivery. Communicating via webinars can also break down collaboration barriers, thus aiding in the growth of clinical discovery. In healthcare, webinars can be utilized to address a number of different areas, such as Sales, Patient Audits, Compliance, Budget Impact Models, and Education. Managers, sales teams, practitioners, and patients can use them to meet their needs.

Let's first focus on how healthcare professionals use webinars for educational purposes.

### 1. Continuing Medical Education (CME)

Continuing Medical Education helps people in the medical field maintain competence and learn about new and developing areas of their field. Medical professionals are required to obtain a certain amount of CME credits (depending on the state they work in) in order to keep their license. In total, there are more than 2,000 accredited CME providers that offer more than 125,000 activities each year, educating more than 23 million health care practitioner learners (ACCME). People who work in healthcare can also choose to take elective webinar courses that are relevant to their position so as to fine-tune their professionalism. So, CME is highly important and requires an effective platform to ensure ease and success. Webinars are virtually perfect for healthcare professionals who are pressed for time, on their feet all day, and need to tap in – on any device at any time – in order to complete their credits. Not only are webinars highly effective for training purposes, but they're typically very mobile accessible. Using a webinar platform to help medical professionals complete their CME requirements is clearly beneficial, and using a *full service* virtual events platform can generate even more positive returns. These include:

The vision is to build a bridge between Continuing Medical Education professionals and their audience with a customizable webinar and webcast platform to meet the pre-, live, and post presentation needs of the CME and Medical Marketing industry.

- Full event support throughout each phase of the healthcare webinar or webcast
- CME accreditation, event facilitation, and administration
- An OnDemand library of CME events
- Professionally developed lead generation programming
- Integrated registration sites built for you
- Live presentations facilitated
- Post-event evaluations provided
- Online examinations with automated grading
- Online certificate delivery

These benefits tie in with the second key reason why the healthcare industry needs webinars:

## 2. Full Service Opportunities

There are webinar platforms and then there are full service webinar platforms. When it comes to healthcare, this industry requires cutting-edge technology that can streamline processes optimally; that's why using a full service provider makes sense for most healthcare organizations. This is especially true in that, with a full service webinar platform, busy medical professionals have less work to do when it comes to training or even conducting day-to-day meetings or conferences. A full service team – that includes experts in healthcare marketing – will essentially do all of the work so the medical professionals don't have to. It's no wonder why 59% of all marketers are using webinars in their B2B marketing strategies (Content Marketing Institute). Plus, this method is easy and won't take healthcare professionals a long time to learn. Full service platforms also boast detailed reporting capabilities, another huge benefit for healthcare institutions that value continuous analysis and improvement.

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Another important reason why webinars matter in healthcare is for marketing purposes. This brings us to:

## 3. Branding

Modern healthcare organizations, without a doubt, need strong marketing in order to thrive. In the healthcare industry, your online reputation, which correlates directly with your brand, is very important. In fact, 92% of consumers trust brand recommendations from friends and family and 70% of consumers trust opinions of brands posted online by other consumers (Seroka).

Virtual events providers should understand the CME industry and update their technology to keep up with its changing requirements.

When webinars are effectively branded with your healthcare institution's logo, colors, slogan, and tone, this aids the organization more so than you may think. Offering educational material or holding professional meetings should accurately reflect your brand. With full service webinar platforms, every piece of the event includes branding. Even the webinar registration page is branded and appears as an extension of your website, which is very helpful

for attracting your audience. In addition, when you utilize these fully customizable registration services, you can take advantage of branded email confirmations, reminders, handout distribution, and full e-commerce registration capabilities for your registrants.

Tying healthcare marketing into virtual events is very beneficial and, in this heavily digital and competitive age, nearly required.

## 4. Mobility

One of the most important reasons to use webinars is their ability to reach a large audience over a wide geographic area – not to mention this method is cost-effective and requires less travel than educating on-site. This is very much the case in the healthcare realm. Every person who works in the medical field is frequently on their feet and pressed for time. These mobile individuals *need* mobile access when it comes to webinars. Health professionals can attend virtual events from anywhere they can access the Internet, including mobile devices. A study of the healthcare industry last year showed 86% of healthcare providers used smartphones in their practice and 53% of providers used tablets in 2013, an astonishing increase of 34% from 2012 (Groove Digital Marketing). This level of accessibility is crucial in this industry and helps expand

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an organization's reach. Averaging 54 live attendees at a time, according to e3Marketing, webinars allow you to reach people all around the world simultaneously, which means greater exposure and, inevitably, brand recognition.

## 5. Virtual Way of the World

Webinars are being utilized across all industries today and, especially in an industry as well educated and technologically advanced as healthcare, are simply a must. As previously stated, the majority of meetings today are conducted virtually. Only 32% of companies are not running any webinars (e3webcasting). This cost-effective, convenient, and valuable mode of communication makes sense in 2015. Healthcare professionals need to remain updated and knowledgeable in order to continue providing optimal care and all signs point to webinars being the best way to deliver this valuable information.

In the healthcare industry, utilizing modern forms of technology – such as posting webinars – helps to continuously optimize the execution of care and streamline processes that support and enable efficient care delivery.

## ► Key Takeaways

The healthcare industry needs webinars today, and for a number of reasons. Continuing Medical Education is a top priority for all licensed healthcare professionals, and webinars are the easiest way for these highly mobile individuals to gain the necessary credits in a timely and rather simple manner. Being able to tap into training on any device at any time is more than a luxury; it's necessary. The ability to brand your webinars may seem like a minor detail, but it's actually very important when it comes to effective healthcare marketing. Providing valuable content and connecting it directly to your organization's name is sure to improve customer retention; and, according to a study conducted by Bain and Company, a 5% increase in customer retention can increase profits by 25% to 125%. Advanced reporting capabilities is another key piece that could easily be overlooked; it's hugely beneficial for healthcare organizations that are continuously learning and, in turn, refining their practices. In short, healthcare organizations will be able to remain cutting-edge and pride themselves on their exceptionally well-trained staff if webinars are in the picture.

## ► BeaconLive

At BeaconLive, we are dedicated to delivering flawless and reliable virtual events. Our platform was designed to meet the needs of the Healthcare, Legal, Financial, Publishing and Association industries delivering continuing education. When you partner with BeaconLive to deliver your virtual event, we provide a solution greater than just our seamless and intuitive technology; our exceptional event services team will facilitate every detail throughout the lifecycle of your event, ensuring its success every time.

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