

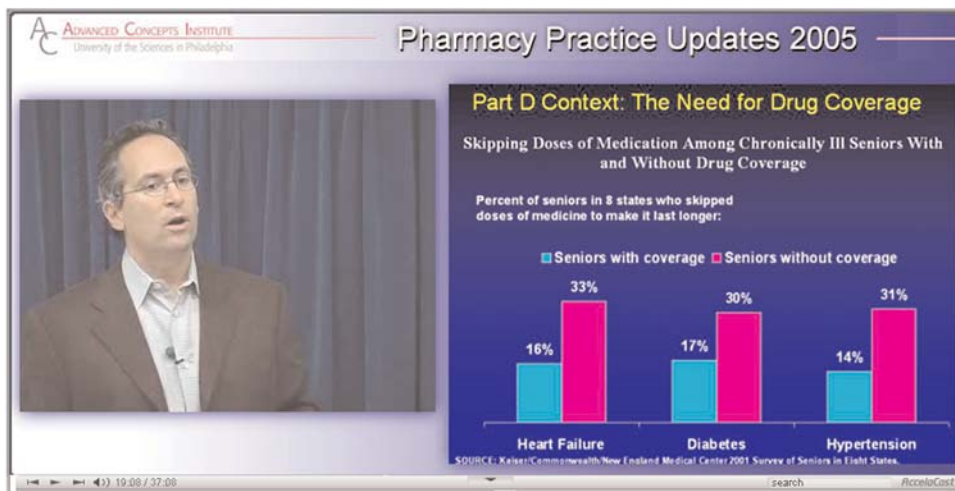
"Trying to get attention from physicians is getting very, very difficult. Instead of squeezing in a minute, companies can invite them to an online product presentation, talk about the drug and what it's being used for."

Monique Levy
Research Analyst
Jupiter Research

"By using this multi-dimensional platform, we are creating a richer and more meaningful educational experience for physicians and other healthcare providers. The AccelaCast user interface is unparalleled in its simplicity and usefulness."

Michael Yonchenko,
Principal,
Cogent Communications

As meeting opportunities with physicians continues to decline and their reliance on the web for critical information grows, Pharmaceutical companies need to leverage web-based technologies that can engage and deliver pharmaceutical data 24/7. This is especially important for Healthcare, where in-person communications are constantly limited by busy schedules and information is inherently complex. The AccelaCast platform has been developed with eDetailing in mind, simply because it offers sophisticated navigation and search features that enable physicians to quickly get the product/prescription information they need on-demand, 24/7. Physicians can even refer patients to Pharmaceutical programs to help educate their patients and encourage accurate, dedicated drug therapy. Accela Communications has extensive experience in electronic media, providing innovative solutions to engage busy healthcare professionals to advance their knowledge.



Flexible Data Management Tools Support eDetailing

To support eDetailing, AccelaCast includes robust and flexible data management tools through the AccelaWorks web response management system. Participant data can be captured at any point during the program, through registration forms, polling questions, evaluation surveys, certification and testing, and via Q&A. Once you've captured this data, AccelaWorks provides you with a 24x7 web interface to view, analyze and deliver certifications to get maximum benefit.

Platform Benefits

- Flexible design and layout choices help engage your target audience
- Flash-based platform uses no pop-up windows, ensuring maximum viewership
- Realize significant cost savings over building a custom Flash program
- Embed your program directly in your web site to enrich your visitors' experience
- Audio & video podcast files are available
- Receive registrant data and demographic reports via email or 24/7 web access
- An experienced multimedia creative team is available to support you

Service Options

Accela Communications provides first-class professional services to develop and produce multimedia eDetailing programs that are tailored to your specific application and needs.

Video/Audio Production

- Individualized step-by-step program development and management by expert producers.
- Speaker participant best practices to maximize thought provoking and polished presentations.
- On location or full-service video shoot in the AccelaCast Studio, or at one of our affiliate studios.
- Complete audio and video production and editing.
- Convenient telephone acquired audio recording.
- Podcast audio or video files are available free of charge, as an additional multimedia asset.
- Synchronization of all content assets, including resource integration, and slide conversion.
- Encode, integrate, host and stream content.
- Flexible, on-demand hosting via global content delivery network.

Creative Services

- From Flash development to script writing, spot production work and full creative direction, our Creative Services team draws on its singular experience in rich media communications to partner with you and deliver programs that are memorable and engaging.

Program Localization

- More than just basic translation, we offer full localization in 26 languages to help you adapt your company's products and services to a specific locality.

Custom Engineering

- Specialized data feeds, custom reporting or player functionality.

Sample Platform and Production Pricing

AccelaCast Video - Studio	\$16,750
AccelaCast Video - On Location	\$13,250
AccelaCast Audio	\$8,000
AccelaCast Creative Services	Custom quote

Contact your representative for additional options or frequency discounts.

On-demand Rich Media Pioneer

Accela Communications provides interactive marketing services that accelerate sales and business growth for customers and partners across a wide range of industries.

We generate actionable results through the use of on-demand rich media, web response management tools, and a collection of multimedia content.

For more information, please visit:
www.accelacommunications.com

“Accela Communications’ user interface is by far the most advanced of the platform providers we examined.”

Sam Whitmore, Media Survey.com

For More Information

For additional information on AccelaCast, please contact your representative or:

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