



CASE STUDY : PHYSICIANS WORLD

Industry: Medical education

Key issues: Service and billing

ACT solution: Operator-Assisted Audio Conferencing and ConferenceCast Web Conferencing

Top benefits: Integrated audio-web conferencing; professional operator assistance; accurate billing

"With ACT Conferencing I always get a high-quality project team and a quick response to my questions. They give me the information I need and the customer support that I expect.

The customer service is great, and the operators' experience in the medical industry is critical to the success of our audio and webcast meetings."

Kenneth Paprockas
Senior Program Director
Physicians World

Physicians World Finds the Right Conferencing Rx

Physicians World partners with pharmaceutical companies in areas of medical content development, local physician and national thought-leader education, and meeting planning. Ken Paprockas, senior program director, chose ACT Conferencing to deliver interim speaker education that supplements semiannual face-to-face meetings.

"With my previous conferencing provider, the internal staff communication was very poor. I felt that I had to manage their internal team and communication among their staff," said Paprockas. "In addition, the billing was confusing. We were overcharged and then issued bulk credits. I had to save every communication to help my accounting department sort the charges. With ACT, my meetings go well, the customer service is great, and I get accurate and timely information so I have what I need to do my job."

Service and flexibility

For Physicians World, ACT integrates Operator-Assisted Audio Conferencing and ConferenceCast Web Conferencing and manages both services in house. "When I talked to my ACT rep about mixing and matching services for a customized solution, which makes my life easier, she made it happen. When I have questions or need answers, ACT never leaves me hanging, even when I need to schedule audio and webcast meetings on short notice. Someone always gets back to me and the billing is accurate and exactly as quoted."

Top notch operator assistance

Physicians World uses a web page to register meeting participants. Each participant receives a confirmation e-mail that contains instructions for audio and web connections. As callers arrive for the meeting, the ACT operator greets them and verifies each caller against the registration list. To begin the meeting, the ACT operator introduces the moderator and remains available throughout the call to provide assistance and facilitate participant interaction. "Our Q&A sessions require the ACT operator to respond quickly to verbal direction from the moderator," commented Paprockas. "The ACT operator always sounds professional, pronounces drug names correctly and goes with the flow."

Part of the team

After each meeting, Paprockas conducts a debriefing call with the ACT operator and receives attendance information, including individual duration on the call. "My business requires a lot of client customization, and ACT's expertise in the medical industry helps me give my clients what they need. During the audio and webcast meetings, the ACT operators are the face of my business and function as part of our team," summarized Paprockas.

Physicians World is a full-service provider of integrated medical communication solutions for physicians and other healthcare professionals. www.physiciansworld.com

ACT's Operator-Assisted Audio Conferencing provides the friendly, expert coordination skills that free Physicians World staff members to focus on their core business.

ACT's ConferenceCast Web Conferencing enables a client-branded interface that contributes to seamless client education.