

About ASHP

ASHP (American Society of Health-System Pharmacists) represents pharmacists who serve as patient care providers in acute and ambulatory settings. The organization's nearly 58,000 members include pharmacists, student pharmacists and pharmacy technicians. For 79 years, ASHP has been at the forefront of efforts to improve medication use and enhance patient safety.

Use Case

Each year, the ASHP Midyear Clinical Meeting & Exhibition, including the Residency Showcase and Personnel Placement Service, has provided pharmacy practitioners that work across the continuum of care with the chance to increase their knowledge, network with colleagues, enhance their skills and learn about the latest products and technologies.

The hundreds of educational activities at the Midyear Clinical Meeting are developed to maintain and enhance the skills and abilities of pharmacists and associated personnel in health systems.

Due to COVID-19, ASHP needed to pivot to a virtual environment for the Midyear meeting while keeping the same level of engagement found at an in-person conference. The answer? Intrado Digital Media's virtual events solution and its new video engagement features: Scheduled Breakout Rooms and 1:1 Video Chat.



GOALS:



Broadcast and scale ASHP Midyear Clinical Meeting globally



Provide a world-class educational and networking event



Drive attendee engagement



Deliver analytics on key performance indicators

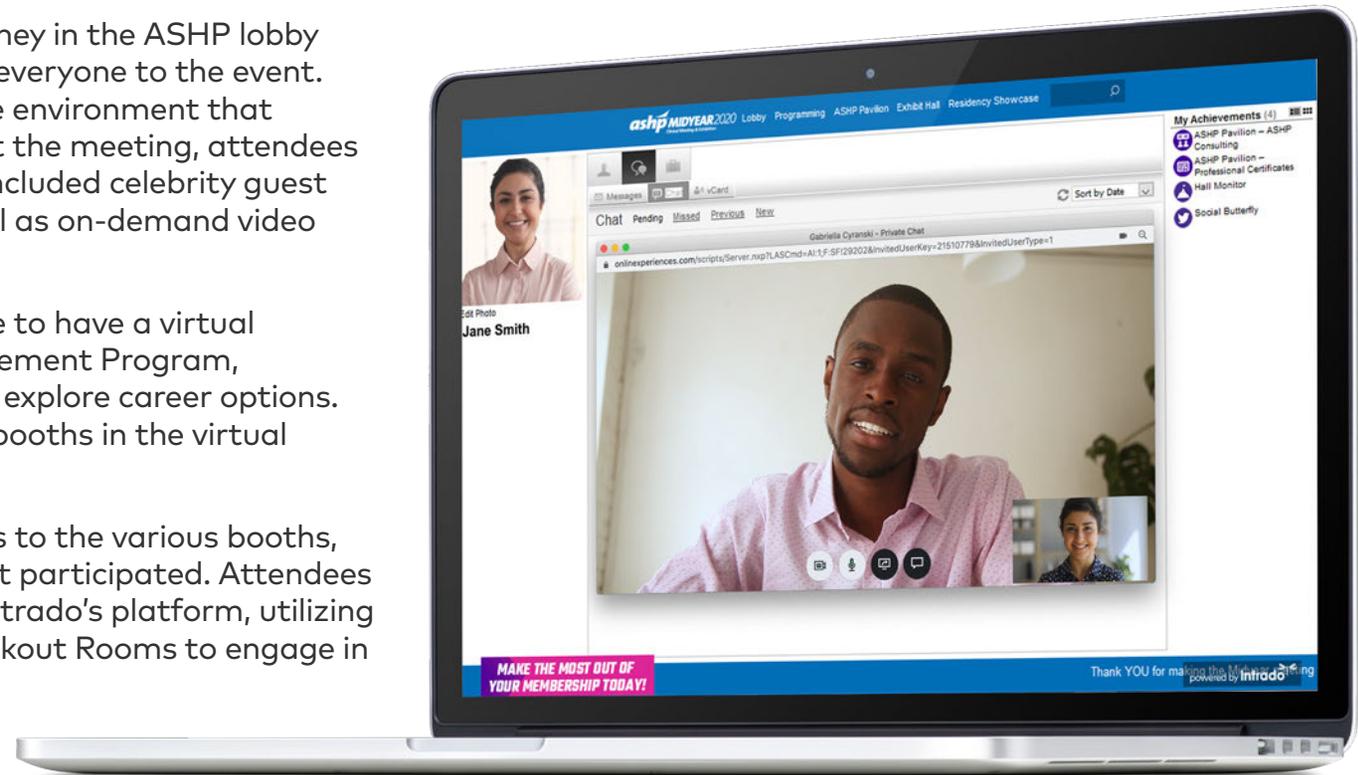
Approach

Overall, the five-day event was a massive success with over 27,000 total attendees that included pharmacists, student pharmacists and exhibit personnel.

Upon entry, attendees started their journey in the ASHP lobby and were greeted by a video welcoming everyone to the event. Intrado's 3D platform delivered an online environment that mirrored an in-person event. Throughout the meeting, attendees were able to view live keynotes - which included celebrity guest speakers - and breakout sessions, as well as on-demand video content.

Using Intrado's platform, ASHP was able to have a virtual Residency Showcase and Personnel Placement Program, providing booths where attendees could explore career options. Attendees were also able to interact at booths in the virtual exhibit program.

In total, there were nearly 500,000 visits to the various booths, delivering value to the organizations that participated. Attendees were seamlessly able to connect using Intrado's platform, utilizing 1:1 Video Chat as well as Scheduled Breakout Rooms to engage in conversations and open dialogue.



RESULTS:

1,857,002

Total virtual event space visits

66,488

Group chats and message board posts

27,236

Total virtual event registrants