

GENR | MEDIA

Engage Digital. Generate Response.

As innovators in digital media and marketing, GenR Media offers a suite of programs designed to educate, captivate, and stimulate audiences in the health care community. Clients include pharmaceutical companies, medical education agencies, and associations/institutions. GenR specializes in various programs including websites, social media, video captures, e-details, mobile apps, CD-ROMs and DVDs, CMS, and general interactive strategy.

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New York



Online Initiatives

- Physician and Patient Websites
- DrFind/Practice Portal
- Online Market Research
- Podcasts
- Social Media/Widgets
- Site Marketing
- E-mail Invitations



Live Activities/Meeting Enhancements

- Conference Captures
- Overnight Conference Capture
- Webcasts and Satellite Broadcasts
- Group Audience Response
- SMS ARS/Patient Programs
- Highlights Disc
- Postmeeting E-newsletter
- Kiosk and Booth Programs



Digital Programs

- E-details/Lunch & Learns
- Animation
- Case Studies and Vignettes
- Flash Drive Programs
- Mobile Applications
- Digital Poster Hall
- Print-to-Digital Conversion
- Journal E-insert



Thought Leader Engagement

- Content Management Systems
- KOL Management
- Training Programs
- Faculty Extranet
- E-advisory Boards



Sales Programs

- Drive-Time CD
- Interactive Sales Training