



**GenR Media**  
Engage Digital. Generate Response.

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, providers, and associations/institutions. GenR specializes in various programs including websites, mobile apps, video captures, e-details, content management systems, meetings management, and general interactive strategy.

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#### Online Initiatives

- Physician, Patient and Corporate Websites
- Web Inventories/Social Listening
- DrFind/Practice Portal
- Market Research
- Podcasts/Vodcasts
- Social Media
- Site Marketing
- E-mail Blasts/Invitations
- Adherence Initiatives
- Physician-Patient Communication



#### Live Activities/Meeting Enhancements

- Speaker Nomination Portal
- Dinner Meeting Scheduler
- Satellite Meeting Check-in Site
- Advisory Board Planning Portal
- Congress Calendar
- Conference Captures
- Webcasts and Satellite Broadcasts
- Congress Booth Programs
- Group Audience Response
- Post-meeting E-Newsletter
- Augmented and Virtual Reality



#### Digital Programs

- Mobile Applications
- E-Details
- Animation/MOAs/MODs
- Case Studies and Vignettes
- Digital Poster Hall
- Print-to-Digital Conversion



#### Thought Leader Engagement

- Clinician Database
- Content Management Systems
- Presentation Training/Management
- Thought Leader Management
- Training Programs
- Faculty Extranet
- E-Advisory Boards



#### Sales Programs

- iPad Detail Aids
- Lunch & Learns
- Drive-time Audio/Podcasts
- Interactive Sales Training
- Journal Reprint Carriers