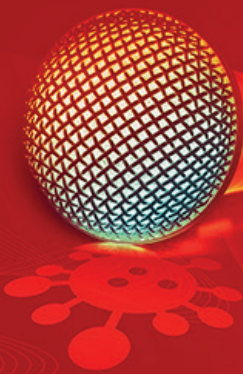


With over 50 years of history in the Asia-Pacific region, MIMS boasts a stellar reputation and deep capacity for both live and virtual events. Combined with the region's largest contactable database of healthcare professionals (HCPs), MIMS leverages its unique strengths to deliver informative and accurate medical content in engaging and exciting ways.

MIMS COVID Webcast

8 May 2020



During this COVID-19 period, the need for accurate, cutting-edge, medical information to reach the largest possible audience of HCPs has never been higher.

Recently, we embodied our corporate value of **Empowering Healthcare Communities to Improve Patient Outcomes** with the first of our *COVID Conversations* webcasts, "**COVID-19: What it means to your clinic**" which translated the fast-evolving science on COVID-19 into practical guidance for primary care physicians dealing with the pandemic and its enormous effects on patient care.

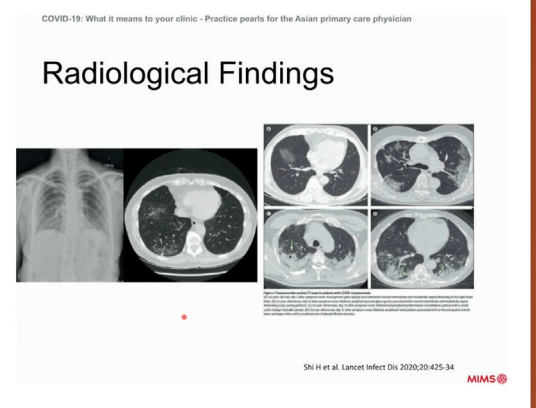
The webcast, built on MIMS' extensive experience in organizing virtual events, was held on **8 May 2020**. The meeting featured a keynote presentation from **Professor Ivan Hung**, Clinical Professor and Chief of Infectious Diseases at the University of Hong Kong, with expert commentary from **Dr Helmy Haja Mydin**, Head of The Lung Centre, Pantai Hospital Kuala Lumpur, Malaysia. Dr Awi Curameng of MIMS served as the webcast moderator.

The MIMS' holistic medical information ecosystem enabled the development of synergistic pre- and post-meeting materials, across a timeline, supporting a highly successful event.



3,600 participants **26** locations

2,600
post-event webinar views



MIMS INTEGRATED ECOSYSTEM

**Pharmaceutical
Companies**



**Healthcare
Professionals**

Medical Communications

Provide creative and customized solutions suited to your needs

- Medical writing & editorial services
- Live and virtual meetings & events
- Creative & digital solutions
- External expert & stakeholder engagement
- Gap analysis & publication planning
- Strategy, planning & consultancy
- Internal communications & training



Marketing Platform

Extend your outreach in the healthcare community

- Medical media
- Digital advertising
- Rich media advertisements
- Targeted email marketing
- Market research & surveys
- Continuing Medical Education (CME)



Drug Listing

Provides up-to-date drug information to HCPs

- MIMS Drug Reference
- MIMS Specialty Editions
- MIMS Pharmacy (Annual Publication)
- MIMS Digital Drug Portals



MIMS-BRANDED EVENTS

SPONSORED AND CO-SPONSORED EVENTS

PHARMACEUTICAL STANDALONE EVENTS

CONGRESSES & MEDICAL SOCIETY EVENTS



Pre-event

- Multichannel promotion
- Audience selection and targeting
- Faculty management
- Strategic & campaign planning
- End-to-end professional event organization



During event

- Onsite meeting facilitation
- Seamless delivery
- High-level technological solution
- Audience and speaker management
- Scientific content moderation



Post-event

- Analytics and key performance metrics
- Sustained audience engagement
- Print and digital event highlights
- Social media integration
- Prolonged event impact
- Broadened audience reach