

Access to Peers
Access to Knowledge

D·S·E·C

Drug Safety Executive Council

The leading membership
of pharmaceutical drug
safety executives
and scientists

Signature Partner Program Features

Access to Industry Thought Leaders

- Two (2) webinars as a featured panelist
- One (1) technology showcase webinar as a featured speaker
- Two (2) online discussions as a featured facilitator/leader
- One (1) member roundtable (via teleconference) as co-host or participant
- One (1) email distribution of white paper or case study
- Four (4) member polling and surveys
- Sponsorship, exhibit table and seat at DSEC member Retreat, August 25-26, 2009 in Cambridge, MA
- Multiple event promotions featuring signature partner and relevant links
- Partner name and link to their website in designated area within DSEC web site.
- The DSEC signature partner program is customizable and may also feature other face-to-face networking events as agreed upon between DSEC and Signature Partner

Eric Glazer, Managing Director

781.972.5498

eglazer@drugsafetycouncil.org

www.drugsafetycouncil.org

ROI CASE STUDY:

The Potential Impact of DSEC Partnerships – Thought Leadership & Lead Generation

Is partnering with a targeted, online community worth the time and money?

Before answering that question, marketing managers within life sciences must consider a long term ROI view towards ascertaining the risk and reward of a lead generation investment. The following outlines the potential ROI of one component of a 12 month Drug Safety Executive Council (DSEC) Signature Partnership program.

The following are actual costs and sales used in Cambridge Healthtech Associates' (CHA) own ROI analysis of DSEC/CHA webinars.

I. Webinar Frequency and Reach

Frequency: 1 webinar

Resulting Attendance: 143 registrants, 65 attendees (estimates)

New Clients (Sales) = 2 (~1% of total registrants) *

* The number of New Clients will vary based on various factors including the average revenue per new client (see III. Revenue New Sales).

II. Risk/Costs

Direct Costs: \$10,000 total (one webinar estimated at approximately 20% of Signature Partner Program)

Indirect Costs: \$600 (approximately 3 hours time spent by your team in preparing for webinar, in partnership with DSEC staff)

Total Costs = \$10,600

III. Revenues/New Sales

Revenue per New Client = \$30,000

Annual Retention Rate of Clients = 80%

Growth Rate Per Client (% Increase/Yr) = 15%

(Try replacing my hypothetical #s with your own numbers for Revenue/New Client, Retention Rate and Growth Rate per Client to assess your business's potential ROI)

IV. Results/ROI

New Revenue in Year 1 = \$60,000 (2 new clients x \$30K)

One Year ROI = 466%

Retained Revenue (Years 2,3,4) = \$117,120

Growth Revenue (Years 2,3,4) = \$17,568

Total Revenue (Years 1,2,3,4) = \$194,668

Four Year ROI = 4428%

V. Intangible

Revenue does not take into account the estimated 20% of webinar registrants who are new "leads" for business and may eventually become clients in future, further adding to the positive ROI (approximately 34 of 176 registrants in this case).

VI. Summary

The impact of well thought marketing programs will vary depending on your business, your focus, etc. However, invariably the short term and long term ROI of a well planned and executed DSEC lead generation program will make a positive impact on sales, and serve as a foundation for additional revenues for years to come.