

EyeMac Tradeshow Booth Solution for Genentech

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Viscira was challenged to create a tradeshow booth solution with the following program goals and objectives:

1. Create a sophisticated virtual simulation for wet, age-related macular degeneration (wet AMD) allowing ophthalmologists to experience having the disease
2. Assist HCPs in developing more empathy and understanding for patients living with the condition
3. Encourage physicians to treat more aggressively and consistently, as appropriate, to yield better patient outcomes
4. Help attract attention to the Genentech booth and drive audience traffic
5. Provide quality opportunities within the booth environment for sales reps to interact with target HCPs

SOLUTION:

Viscira developed an interactive virtual reality program to help illustrate the patient experience with wet AMD. Users were able to experience first-hand in an immersive way what it is like to have the disease by putting on the virtual reality headgear at various congress meetings, such as AAO. In addition to the congress meetings, the program was also used in outreach programs for patients and caregivers.

RESULTS:

This program generated amazing results as the HCPs (ophthalmologists) participated in a questionnaire before they experienced the virtual simulation and then again after. Here are some of the results:

Quantitative Results:

- 700 attendees viewed the program during the conference period
 - This represented a significant traffic increase as compared to usage of the interactive booth program the previous year (not executed by Viscira)
 - The four viewing stations were consistently filled by doctors for almost the entire exhibit period
- More than 78% of users said that the daily experience of a person living with wet AMD was either significantly different or somewhat different than what they expected it to be.
- More than 87% of users said that this greater awareness of wet AMD would either significantly or somewhat change the way they would treat their patients

Qualitative Results:

- Viscira received consistent positive feedback from the doctors that viewed the simulation
 - Representative comments included: "this is very polished and professional," "this is well done," "I would like to be able to use this in my practice," etc.
- The program elicited an emotional response from several viewers who reacted to the patient experience
- Viscira received strong praise from the client, including at the executive management level
 - Representative comments included: "you guys did a great, great job," "this is the strongest booth program I've seen," etc.

