

# Innovation

## Sysmex America Virtual Symposia Team



### SITUATION ANALYSIS

Sysmex America is a highly relational company that values and relies on personal interaction with customers. Like most other companies worldwide, the COVID pandemic caused a decreased ability to interact with customers and inhibited our ability to offer live education opportunities for customers. We were tasked with finding ways to interact with customers, increase the number of touchpoints and continue to offer positive learning opportunities for our customers. Transitioning our educational symposia model to a virtual platform allowed us to meet these needs with little to no interruption.



### EVALUATION

This program expanded our studio's ability to deliver education beyond our traditional virtual model. It provides a durable and repeatable, yet flexible, framework of ways to leverage our unique capabilities. In fact, this adds to our virtual event experience in providing a broader range of offerings, including virtual demonstrations, expanded webinars, support for our international events and enhancement of our tradeshows. We are poised to take a hybrid approach to customer events in the short and long term, utilizing both in-person and virtual events to create a positive learning experience for our customers.



### SUMMARY

In an ongoing commitment to teaching our customers, Sysmex America built live production studios to conduct virtual instructor-led training (VILT) for our customers in 2012. By leveraging the existing infrastructure of these training studios as well as our specialized production / training staff, pivoted from delivering live, in-person symposia to 100% virtual.



### METHODS/APPROACH

The Marketing Communications team, in partnership with our state-of-the-art studio and award-winning training staff, transformed an established format for Sysmex live events into a virtual setting. This goal of the virtual transformation was to provide an experience as close to the live one as possible while offering additional value, including one-on-one discussions with product experts, expert advice, gamification and product-specific learning sessions. The greatest challenge was to engage a Sales team who believed that 'virtual' equated 'unengaged' as well as leveraging our studio team who had to maintain their jam-packed virtual training schedule. We began by encouraging our Sales team to play a lead role in hosting on camera and working with our studio to develop an end-to-end model that could be replicated at an 80% level with customization for each region.

Double Number of Attendees *in* Half the Time  
*with*  
**95% Cost Reduction**

# CONCLUSION

The innovative nature of this initiative has provided an unexpected and positive avenue to engage our customers, increase inter-departmental collaboration and develop new ways of enhancing the learning experience while increasing the educational touchpoints and significantly reducing the program cost.

**700** ATTENDEES

**9.1** SATISFACTION RATING

**\$300,000**  
Cost Savings in one year

### ABOUT SYSMEX

Sysmex America is lighting the way with diagnostic solutions that transform the future of healthcare. Its innovative hematology, urinalysis and flow cytometry technology is reshaping the world of diagnostics across the U.S., Canada and Latin America. Sysmex America, Inc. offers diagnostics that equip patients and the health care professionals who treat them with the information needed to make decisions with greater trust and confidence.