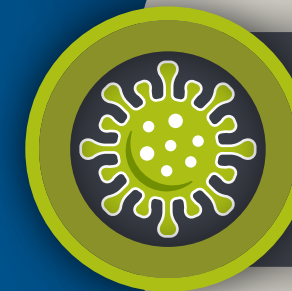


Maintaining the voice of rare diseases in a new, virtual world: **Insights from ECRD 2020**

Be prepared to truly demonstrate your commitment to the rare disease field, particularly in these uncertain times

Virtual conferencing and the future: Communicating within the 'new normal'

Utilising digital channels early will yield more effective results. Think beyond just translating your existing assets into hyperlinked versions for sharing. With the tools that are currently available to incorporate tracking, closed-loop marketing and analytics, valuable insights can help drive and tailor more effective and engaging communication



"We shouldn't wait for another pandemic to implement our innovations (in virtual healthcare communications)"
Dr Birutė Tumienė, Clinical Geneticist,
Vilnius University Hospital Santariskiu Clinics

