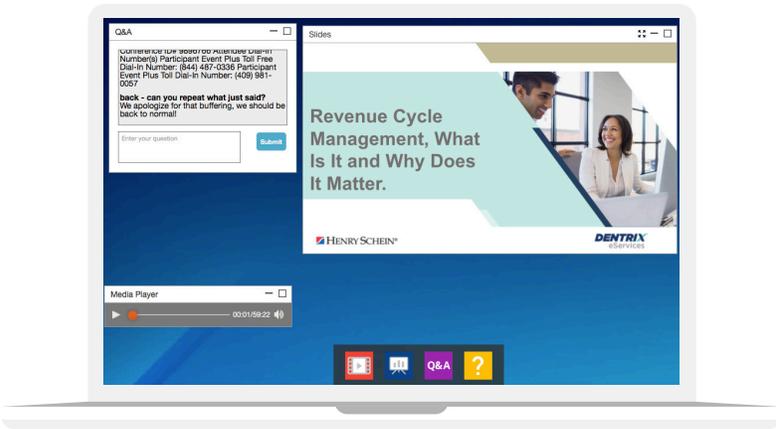


HENRY SCHEIN BOOSTS PIPELINE AND DOUBLES WEBINAR CADENCE WITH ON24



2X

Doubled its webinar cadence



20%

Above industry benchmarks for live conversion



840K

Engagement minutes annually generated

ABOUT HENRY SCHEIN

Name: Henry Schein

Headquarters: Melville, New York, United States

Founded: 1932

Employees: 22,000+

Funding: Public (NASDAQ: HSIC)

Industry: Dental, Medical Device, Health Care

Henry Schein Inc. is the world's largest health care product and service provider for office-based practitioners. The New York-based company facilitates business, clinical, technology and supply chain needs for more than a million professionals across the globe.

INTRODUCTION

Better messaging through powerful webinars

Henry Schein Inc. is the world's largest health care products and services provider for office-based practitioners. Its products and services support a variety of dental, medical and animal health professionals across the globe—and it has a product and service lineup to prove it.

The Henry Schein Practice Solutions division markets various dental practice-management software systems and electronic services. These services provide multiple kinds of general and specialized dental practices, from a single office to multi-site practices to enterprise organization, with the latest training and practice innovations.

To share these innovations, the Practice Solutions division uses webinars for communications, demand generation and upsell opportunities. With webinars, Henry Schein can give interactive demos, promote add-on services and provide an overall better experience for its customers.



PROBLEM

The need for event information now, not 48 hours from now

Henry Schein's Practice Solutions division had several issues with its previous webinar platforms, but the most critical problem was its inability to get event reporting in a timely manner. Often, the division had to wait up to 48 hours to get details on who attended an event and how engaged they were with the event's content. This time lag held the division's pipeline activities back, meaning marketing managers couldn't pass leads to the sales teams in a timely manner.

The organization was also missing out on detailed viewer behavior analytics. It couldn't track individual viewer activity in the webinar, making it difficult to distinguish hot leads from cold prospects. Additionally, the on-demand viewing options were nearly non-existent. The division received an MP4 file of its completed webcasts, sure, but those video files were limited to YouTube and Vimeo posts. There was no information on who watched the YouTube video and no way to turn these viewers into leads. The company lacked engagement-rich on-demand viewing. It needed a new solution.

THE ON24 SOLUTION

A webcasting platform ahead of the curve

Henry Schein turned to the ON24® Engagement Platform for better tracking, better reporting and a better webinar experience. The move makes sense; Henry Schein's Practice Solutions division promotes cutting-edge software for health professionals and needs to use a webcasting platform that's as cutting-edge as they are.

With its new platform in place, Henry Schein enjoys:

- **Instant webinar reporting.**
Henry Schein now enjoys real-time attendee data and viewer engagement information that its marketing and sales teams can put to immediate use. No more waiting two days for a report.



The ON24 platform's on-demand capabilities are a huge differentiator. With our previous platforms, we only received an MP4 file of our webcast when it was over, which we would post on YouTube. But there was no way to track who viewed it. With ON24, we get instant and detailed reporting of on-demand viewers, so now we can also turn this audience into leads and revenue."

LANDON KINGSTON
MARKETING OPERATIONS

- **No tech hassles or headaches.**
With no application downloads, no phone bridges and an easy-to-use interface, Henry Schein makes it easy for even the least tech-savvy attendees to log on, tune in, customize their console for a personalized, enjoyable viewing experience.
- **On-demand events and reporting.**
Not everyone can make it to a live webinar. That's why Henry Schein's use of on-demand webinars makes it simple for practitioners everywhere to watch an event on their own terms. Plus, with on-demand reporting, Henry Schein's teams continue to enjoy advanced reporting on on-demand attendees.



“ON24 Webcast Elite gives us instant reporting, not 48-hours-later reporting.”

LANDON KINGSTON
MARKETING OPERATIONS

RESULTS

With its new solution in place, Henry Schein sees faster movement through pipeline, engaged attendees and:

- **Twice the amount of events.**
The company's webinar run rate has doubled year-over-year.
- **Rapid lead follow-up.**
With immediate reporting, Henry Schein's team doesn't have to wait two days to pass strong leads to the sales teams.
- **Quality leads.**
Henry Schein can now see a detailed breakdown of attendee behavior and engagement data, enabling product marketing managers to better determine the sales readiness of a lead.

Its marketing operations team also reports both a higher ROI on webinars and overall satisfaction. That's because the operations team identifies quality leads and hands those leads off to sales faster than before. The end result is an increased interest in running additional webinars for more promotion.