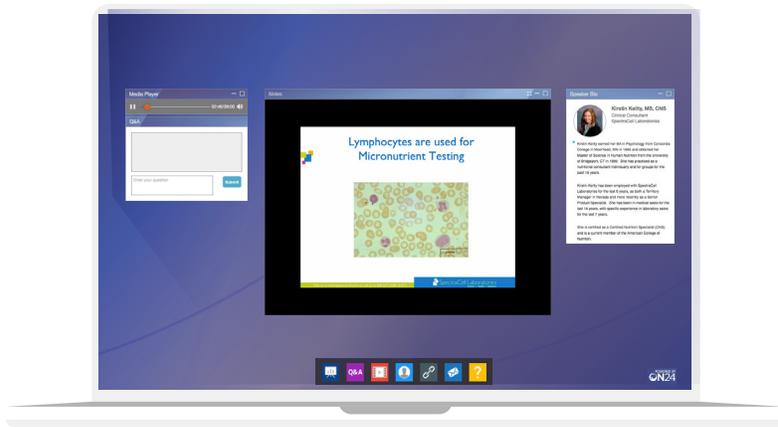


# SPECTRACELL LABORATORIES CUTS TRAINING COSTS WITH ON24 WEBINARS



\$	<b>\$800</b>	Saving per employee on new hire orientation
■ ■ ■	<b>20%</b>	Mobile viewing
▲ ■ ■	<b>158</b>	Resulting sales leads from one webinar
■ ■	<b>800</b>	Registrants for monthly series

## ABOUT SPECTRACELL LABORATORIES:

**Name:** SpectraCell Laboratories, Inc.

**Headquarters:** Houston, Texas

**Founded:** 1993

**Employees:** 101 - 250

**Funding:** Private

**Industry:** Medical/Biotech

SpectraCell got its start as a leader in nutritional testing, enabling the medical community to assess a patient’s nutritional needs and cardiovascular risk. It has since stretched out to explore the links between disease progression and identifying potential solutions based on a patient’s biochemical individuality. As a leader in personalized healthcare, SpectraCell Laboratories continues to introduce new innovative diagnostic tests for personalized medicine and chronic disease management.

## INTRODUCTION

SpectraCell Laboratories, Inc., is a biotech leader in a few key medical fields. For nutrition, it examines how micronutrients are working within a patient’s white blood cells—effectively monitoring a patient’s metabolism and ability to fight off disease. For cardiovascular issues, it offers tests capable of assessing cardiovascular risk and Type 2 diabetes risk—helping physicians and patients better understand the nebulae of factors contributing to both problems. The company offers similar tools to understand and monitor hormone and genetic changes.

The sum total of all these tests, tools and protocols means the organization must update and educate physicians across the United States. This is no simple ask: as a tool in patient care, the company is responsible for ensuring physicians have all the information they need to diagnose and care for patients.



## THE PROBLEM

SpectraCell needed to provide several things for its clinical physician audience. It needed to provide educational material, technical insights and the latest information on tools in development. This includes educating physicians—as well as sales team members for compliance—on key product areas, guidance and more. The company also needed to directly address patients concerned for their wellbeing and wanting more information on how to protect their health.

SpectraCell needed an easy-to-use, on-demand solution to disseminate this wealth of information. To do this, it created a webinar series. But its chosen webinar provider couldn't keep up as the company expanded its education program. Performance issues were common. Video and audio problems occurred regularly, especially when screen sharing. Conference bridges were almost nonexistent. Infuriating for users, the chosen solution also forced attendees to download software to even attend.

SpectraCell's webinar solution didn't add up. It was complicated, unreliable and attendance took a hit as a result.

## THE ON24 SOLUTION

SpectraCell Laboratories changed its formula and moved to the ON24 Engagement Platform as its go-to webinar solution. It needed a platform capable of scaling with its ever-growing requirements without fail—and a few additional items. The solution had to maintain the laboratory's branding, allow users to access material from anywhere at any time on any device. Most of all, it had to be easy to use.

With ON24, SpectraCell could finally:

- **Seamlessly launch webinars:** Easy to set up and execute, SpectraCell streamlined its webinar production process—making last-minute changes as simple as click, upload, publish.
- **Efficiently train and stay in compliance:** With the right solution in place, SpectraCell could seamlessly deliver state-of-the-art training to physicians and monitor course completion for compliance.
- **Share relevant documents and information:** Critical slides, reports, procedure papers and more are a click away for SpectraCell attendees thanks to easy-to-access resources embedded within the webinar.
- **Engage interested attendees:** With intelligent insights, SpectraCell can easily measure audience engagement with its content, allowing the organization to craft or refine more engaging material.



The change to ON24 has enabled SpectraCell to focus on driving attendance with our content, whether that's for marketing or lead generation purposes, or for internal training. The tools that ON24 offers truly give us the ability to customize our webinars exactly as we need them, with sophisticated branding and interactivity. With ON24, our webcast presence is more modern, more memorable and more impactful.

**JESSICA OWEN**  
EVENT AND EDUCATION PROGRAM MANAGER,  
SPECTRACELL LABORATORIES, INC.

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- **Share its webinars any time, anywhere:** SpectraCell needed a solution that worked at any time on any device. With ON24, the company could reliably push webinars to any device running a browser—even mobile devices—no downloads necessary.
  - **Drop the dial-in:** SpectraCell gave its webinars a necessary boost when it dropped conference bridges and dial-ins. Its shift to a seamless, unified platform makes it easy for registrants to say “yes” to an event—one that works even if there are thousands of attendees.

## THE RESULTS

SpectraCell’s reinvigorated webinar program is driving dividends for the organization. Registrations and attendance numbers are up and training costs are down. With a reliable platform in place, the company saved roughly \$800 on new hire training, per employee. More importantly, it can test attendees for attention retention—both critical elements for ensuring regulatory compliance.

Overall, SpectraCell’s deployment of the ON24 Engagement Platform is exactly what the doctor ordered. The company now smoothly runs a monthly series, which draws an average of 800 registrants per month. SpectraCell’s solutions are also driving pipeline through webinar events—a new hormonal testing product, for example, produced 158 qualified sales leads.

**With the right solution in place, SpectraCell Laboratories can stop worrying about webinars working and start running engaging events.**