

# LLS

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## VIRTUAL CONFERENCE USER EXPERIENCE CASE STUDY

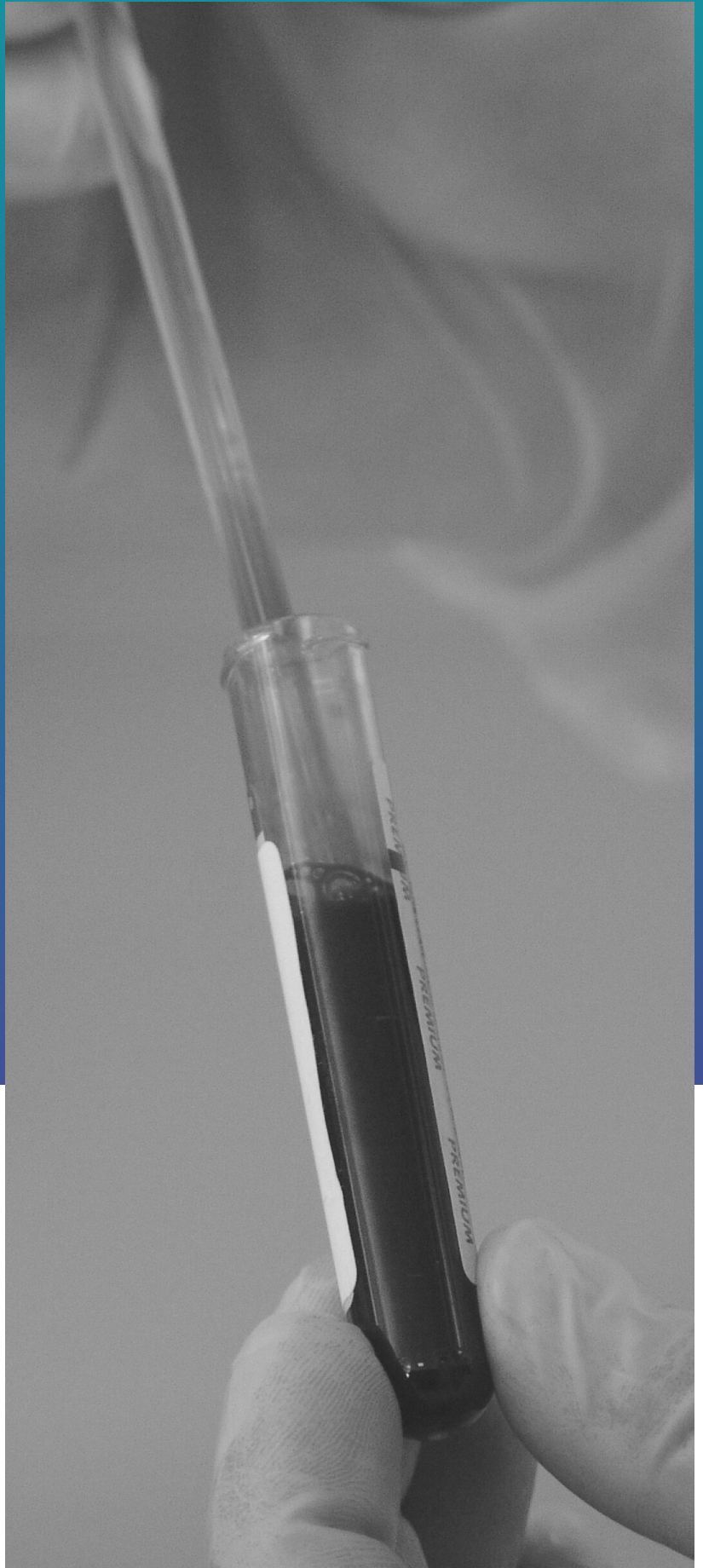


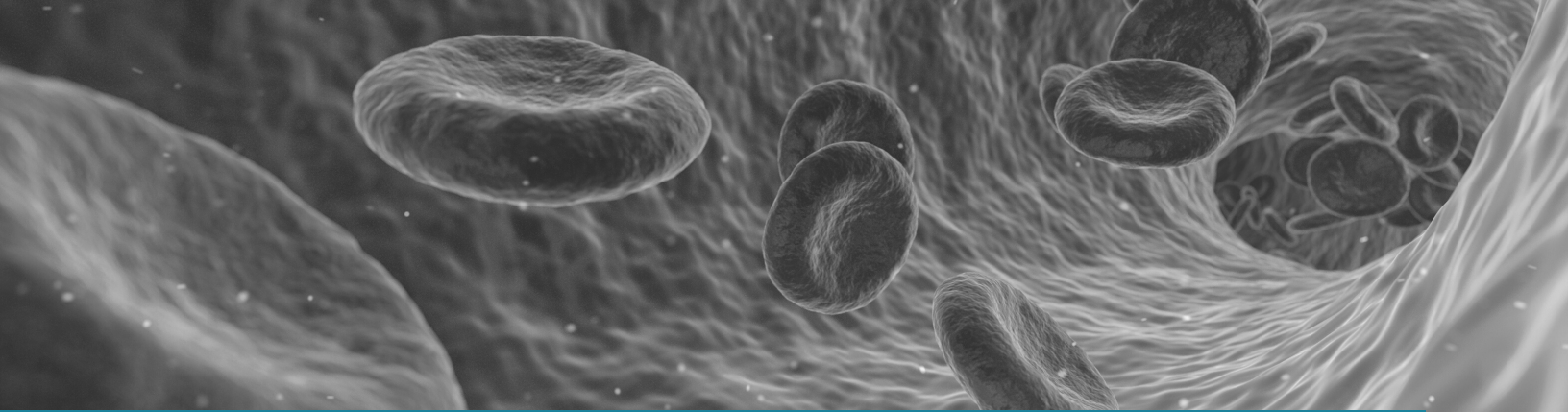
CLIENT:  
**LEUKEMIA  
& LYMPHOMA SOCIETY**

MEMBERS:  
**BLOOD CANCER PATIENTS,  
CAREGIVERS & HEALTH  
PROFESSIONALS**

INDUSTRY:  
**NONPROFIT  
HEALTH ORGANIZATION**

CP SERVICES:  
**VIRTUAL CONFERENCES**





# Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary (non-profit) health organization dedicated to funding blood cancer research and providing education and patient services. Their mission is to cure leukemia, lymphoma, Hodgkin's disease, and myeloma and improve the quality of life of patients and their families. LLS funds lifesaving, blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

LLS's free information and support services culminate with their Blood Cancer Conferences. The goal of these conferences is to provide education to patients, survivors, caregivers, family members and healthcare professionals about treatment options, emerging therapies, and management of survivorship issues.

Typically, LLS offers 11 regional conferences each year and added a national conference for the first time in 2020. To continue providing cutting-edge content during the COVID-19 pandemic, LLS transitioned its place-based events to a virtual format through CommPartners.

# THE MOVE TO VIRTUAL

When it became apparent LLS would cancel their onsite events, they began to explore virtual conference companies that could support the successful migration to an online format. The structure included two tracks of up to eight simultaneous sessions on six Saturdays in the fall of 2020. The key to selecting the right virtual conference partner was to identify a company that could manage all project components. Tricia Jarmer, MA, Director of Patient & Community Outreach at LLS, explained they were looking for a partner that would provide the same excellent educational experience an attendee would receive at in-person conferences while being mindful of the user experience,



*Patients are just appreciative of the opportunity to listen and learn not only about their blood cancer but about other important survivorship information and accessibility.*



LLS selected CommPartners for this initiative. CommPartners developed a custom branded virtual conference environment to welcome attendees and present various engagement options, including education sessions, resources, and access to sponsors and exhibitors. The sessions were hosted through CommPartners' "run of show" MediaCenter production environment backed by a dedicated support team to assist thousands of attendees. With eight concurrent sessions per track, it was critical the presenters felt supported and attendees could easily select and enter the sessions of their choice.





# The User Experience

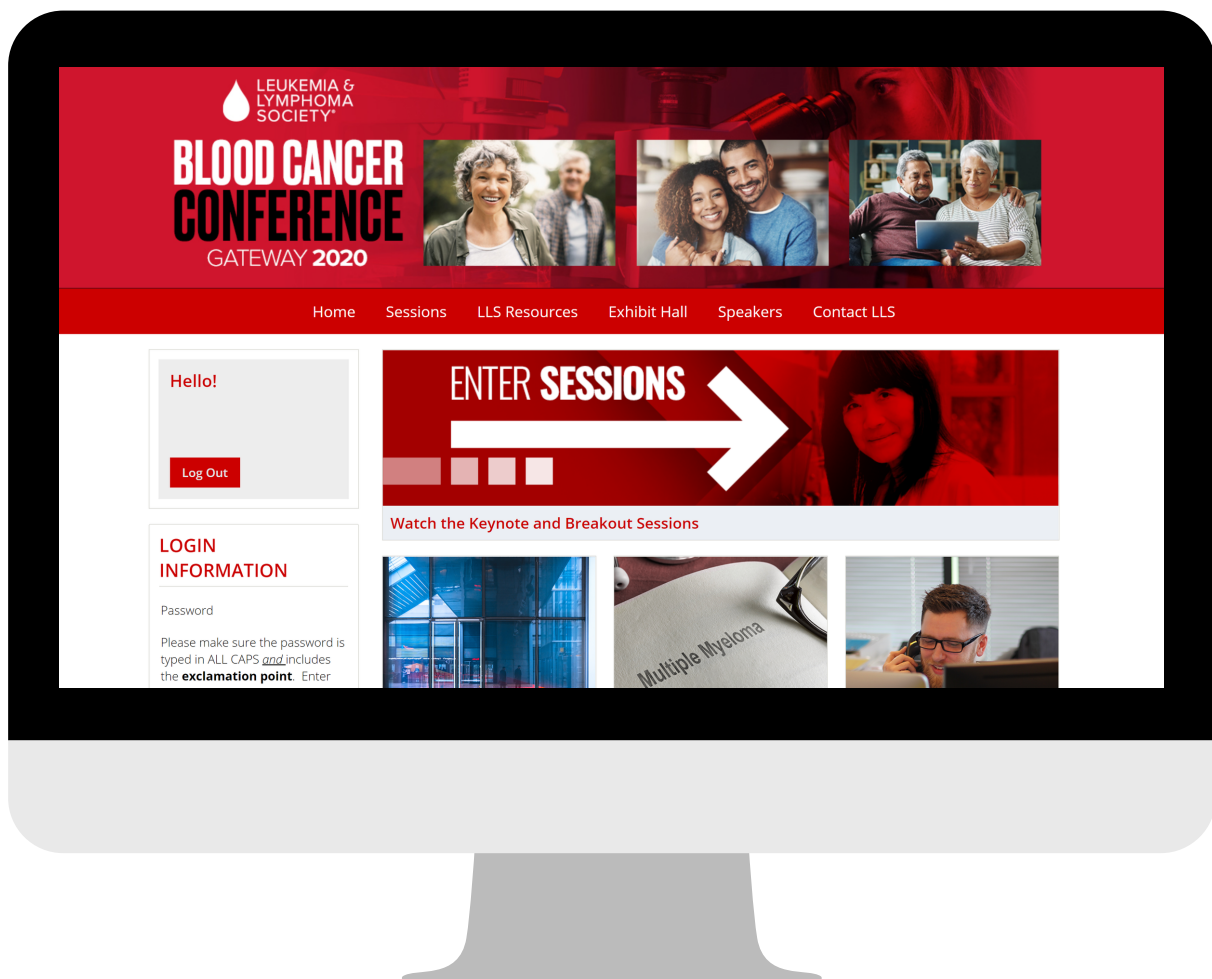
For the CommPartners and LLS teams, user experience was an important lesson learned. The LLS conferences' typical demographic is individuals 70 years of age and up, with varying technology competency levels. Considering how they were able to interact with the conference site was essential. When the National Blood Cancer Conference kicked off, the support team received an unusually high number of support inquiries.

After extensive analysis, the CommPartners team realized attendees in this demographic were not familiar or comfortable with the typical virtual conference site layout; therefore, it needed to be adjusted. The designs were simplified to make sure sessions could be accessed with just two clicks of a mouse, greatly reducing the number of support inquiries.



The updates Included:

- Simplified copy on the landing page to assist navigation to sessions
- Clear graphics on the landing page to assist navigation to sessions
- Re-arranged mobile layout for easy access
- Provided log-in information to attendees



**"I truly feel we were able to craft a site that is warm and welcoming to all of our attendees,"** says Tricia. Considering the human behind the screen added to the conference site's warmth and intuitiveness.

# THE RESULTS

By offering the Blood Cancer Conferences virtually, LLS and CommPartners provided a safe alternative for LLS patients to meet during the COVID-19 pandemic, seeing over 5,100 registrants for the National Blood Cancer Conference alone. Patients who could not join past events because traveling was never an option could now access the virtual event and learn lifesaving information. A note from an attendee summarized the value these programs provided:

**"I cannot express to you how much I appreciate your having this particular conference and breakaway sessions online. I am 74 years old and cannot afford to go out of town to attend the conference, and transportation is more and more of a problem. Today I was able to attend again and learn SO much about my lymphoma and nutrition. I would have missed this if it had not been offered online. One bright spot of COVID-19, I guess, that I could watch it from the safety, comfort of my home and for free."**

# The Future



While LLS is looking to go back to in-person events when it's safe to do so, they are also planning to incorporate virtual components as part of their education strategy in the future, "it's nice to have a good partner to not only teach me but really allow LLS to continue to deliver our mission just in a different way.", says Tricia. LLS sees potential in reaching more patients by offering virtual options.

FOR INFORMATION ABOUT COMMPARTNERS VIRTUAL CONFERENCE SERVICES, CONTACT MEGHAN GOWEN AT [MGOWEN@COMMPARTNERS.COM](mailto:MGOWEN@COMMPARTNERS.COM).