

Investigator Meetings

Investigator meetings are attended by the people conducting clinical trials and investigators who have agreed to be a part of multi-center clinical trials. Companies use these meetings to inform investigators about clinical trials and seek advice related to protocol, regulatory issues, enrollment criteria, procedures, and safety issues.

Scientific/Education Meetings

Scientific or educational meetings are primarily conducted by experts, in an attempt to educate HCPs about advances in the field, new methods of treating patients, or debunk old myths.

Stand-Alone Meetings

Stand-Alone meetings are organized by a single corporation to engage HCPs from a specialty area to present the most recent results and interpretation of the latest clinical data and promote in-depth discussion on these results.

Expert Broadcasts

An expert broadcast could be likened to a radio or a TV show (or podcasts, these days) where a renowned expert in a certain medical field would take questions, give explanations, or even promote a product or service.

Medical Trainings

Medical training sessions have experts teaching HCPs and others about a specific medical module. These sessions can be in-person or virtual and the communication is unidirectional (similar to a webinar). These trainings can also be organized in the form of tracks and sessions if they happen in the larger context of a medical meeting or congress.

Congresses

Corporations also use congresses as an opportunity to meet HCPs and educate them about their latest and greatest research and products. Since many physicians are now moving from private practices to hospitals and have planned their show floor itinerary prior to entering the show hall, it is important that companies pre-plan and schedule meetings with key HCPs if they're visiting a congress.





NON-HCP INTERACTIONS

Hospital Buyer Meetings

A group purchasing organization helps healthcare facilities cut costs by buying medical supplies in bulk which contributes to reducing the cost of care. In some cases, the buyers are also the heads of a specialty stream at a hospital, e.g., the head of surgery will play a key role in buying costly surgical equipment like autonomous instruments. These people control the budget and are the final approvers. These meetings, therefore, are clearly a critical step in the sales cycle for the supplier company.

Extender Meetings

Millennial patients spend more time with extenders like nurse practitioners, physician assistants, and pharmacists who in turn become influencers in the healthcare business. It is important for corporations to engage with these roles as much as they engage with HCPs.

Product Demo Meetings

These meetings can be organized one on one or in large groups, with one or more experts demonstrating the features and benefits of a product. These meetings can run along with event show times or even after hours in the form of an ancillary event.

Booth Tour

This interaction is where a company representative takes a prospect through the exhibit and utilizes the educational tools within the booth to foster disease awareness, discuss pipeline activity, explain current or upcoming products and offerings.

VIP Events (e.g. Dinners)

These are the meetings that happen parallel to the event itself. They are usually organized at a different venue, with dinner and drinks served in a private setting. This is where corporations invite some of their top HCPs, customers, and prospects to mingle with senior company executives. These are by invitation only and have limited seating.



PLANNING & SCHEDULING:

Challenge:

Planning the meeting well in advance of the event so it's easier to grab the target's attention as well as confirm time with them.

Best Practices:

- Reach out to HCPs, customers, and prospects about 4 months in advance of the event and request time with them.
- Once you have an oral commitment to a meeting, block their calendar and the meeting space.

Challenge:

Ensuring meeting requests are error-free, executives are not double-booked, and planners do not spend hours on spreadsheets and in Outlook.

Best Practices:

- Provide Sales with direct visibility to meeting room availability and executive calendars.
- Integrate meeting booking with Salesforce to increase sales adoption.
- Schedule all meetings in the time zone of the event location.

GETTING CONFIRMED MEETINGS

Challenge:

Getting external parties (HCPs, customers, etc.) to accept the meeting invite.

Best Practices:

- Have a clearly defined meeting agenda so they know why the request to meet was made.
- Provide information regarding the company executives who will be in the meeting.
- Get senior executive or product expert participation in the meeting.
- Send timely reminders.

Challenge:

Getting a large enough number of meetings to justify the budget spend for the next year.

Best Practices:

- Actively promote internally (to Sales) as well as externally (to the target audience).
- Publish information on the company intranet; email blasts to sales force that encourage them to schedule meetings at the event .
- Invite event attendees to request meetings with your company executives.

EXECUTIVE CALENDARS

Challenge:

Ensuring that during events executive calendars are filled with important meetings and these meetings run smoothly.

Best Practices:

- Run internal contests to include executives in meetings with HCPs, customers.
- Send mobile notifications on meetings and also make HCP or customer profile data easily accessible.

Challenge:

Ensuring all planned meetings actually happen, all company executives are where they are meant to be, and HCPs/customers experience an exceptional brand interaction.

Best Practices:

- Focus on making the meeting check-in process smooth and fast. Eliminate any unnecessary data collection that happens at this point.
- Ensure all company attendees are active on their mobile phones and receive alerts on new or upcoming meetings.
- Plan to end meetings in a timely manner without ending a conversation abruptly.



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