

CREATE Ultimate HCP EXPERIENCES

It can be challenging to plan a memorable meeting experience for healthcare providers.

Here are 11 tried-and-true tips for creating a spectacular HCP experience that leaves attendees both well informed and appreciated.

1 CLEARLY DEFINE MEETING GOALS & OBJECTIVES

To keep your meeting on track, clearly define your meeting purpose. Involve HCPs by sending them a pre-event survey to get their feedback on areas to cover.

2 DETERMINE WHO SHOULD ATTEND

Be sure you're targeting the right HCPs based on your meeting goals and objectives. Consider a mix of both seasoned and up-and-coming HCPs so that you have an array of fresh and interesting perspectives.

3 CHOOSE THE RIGHT DESTINATION & VENUE

Select a centrally located venue so that travel is not overly long or cumbersome. The venue should offer meeting space that is comfortable and suits your needs. Consider an airport hotel destination so that HCPs never have to leave the terminal.

4 CONSIDER HCPs TIME AWAY FROM THE OFFICE

HCPs are very busy, so consider this when developing the meeting agenda. A Friday-Saturday meeting allows for minimal time away from the office while not cutting into the entire weekend.

5 MAKE THE MOST OF A PHARMA-COMPLIANT FOOD/BEVERAGE BUDGET

PhARMA-compliant budgets can be restrictive, and there's a strong focus on reportable spend. Be creative—ask the hotel chef if they can offer tiered menu options to suit your budget.

6 PROVIDE ROBUST & RELEVANT CONTENT

HCPs are eager to learn the latest data & procedures around their area of expertise. Ensure your content is the most up to date and relevant for the therapeutic you are discussing.

7 USE TECH TOOLS TO KEEP UP ENGAGEMENT

There are a variety of mobile and hand-held devices available to keep HCPs connecting and collaborating. Consider using surveys and polls throughout the meeting to keep them involved.

8 OFFER NETWORKING & COLLABORATION OPPORTUNITIES ONSITE

HCPs appreciate the chance to network and casually meet up with peers while on-site. Receptions, breaks, and small-group sessions are great ways to encourage conversation. Use name tents at meals to encourage HCPs to sit with colleagues they don't know.

9 GET FEEDBACK ON THEIR EXPERIENCE

Use post-event surveys to continually improve the meeting experience. Keep surveys short and deliver them promptly after an event.

10 PROCESS HCP PAYMENTS QUICKLY

It's professional and courteous to pay honoraria and process reimbursable expenses promptly after a meeting. Prep honoraria payments ahead of time to hand out on-site or provide next day ACH payments.

11 SAY THANK YOU

Make sure HCPs feel appreciated for participating. A simple hand-written thank you note goes a long way to solidify a positive relationship going forward. Consider including a hand-written note at the time of issuing the honoraria.

