

11 Tips for Creating The Ultimate HCP Experience



It can be challenging to plan a memorable meeting experience for healthcare providers (HCP). 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 and 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 and 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. Try an airport hotel destination so that HCPs never have to leave the terminal.

4. Consider HCP's 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 PhRMA-Compliant Budget.

PhRMA-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 and Relevant Content.

Prior to the meeting, conduct a pre-survey to gauge interest and knowledge level in certain subject areas. This will increase participation and engagement.

7. Use Tech Tools to Keep HCPs Engaged.

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 and 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. Survey HCPs on Content and Logistics.

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, so they're ready to hand out or mail as soon as the event is over.

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.