PHARMA • BIOTECH • HEALTHCARE

HEALTHCARE MEETINGS 2023

INDUSTRY & INNOVATIONS UPDATE
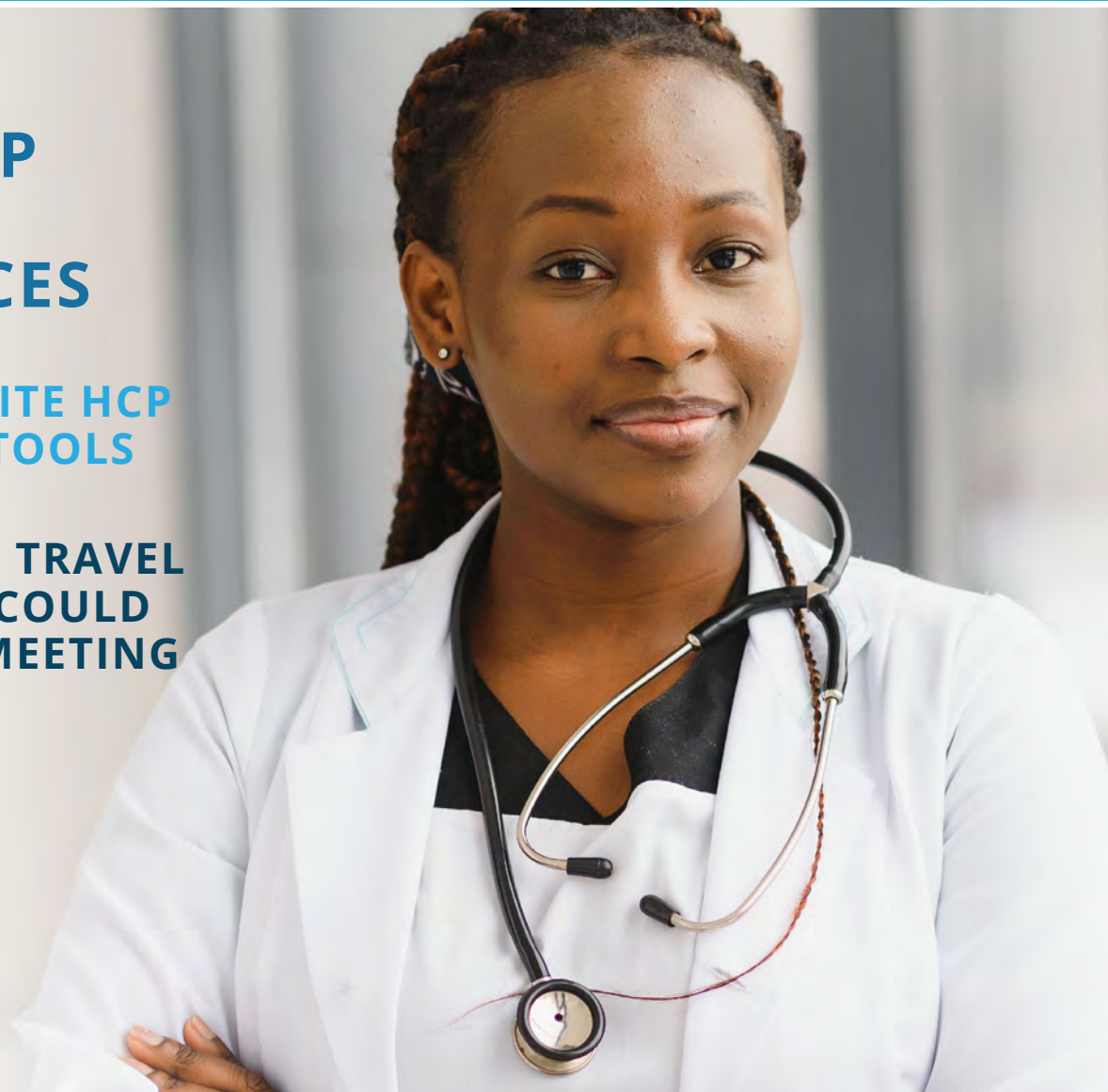
CREATING *Ultimate* **HCP MEETING EXPERIENCES**

OUR '23 FAVORITE HCP ENGAGEMENT TOOLS

HOW US CHINA TRAVEL RESTRICTIONS COULD AFFECT YOUR MEETING

CVENT UPDATES

& More!

Ami *Meetings.Health*

866-337-7799 Ext. 8868 | *bd@americanmeetings.com*

Supporting:

Carbonfund.org
REDUCE WHAT YOU CAN OFFSET WHAT YOU CAN'T®

11 TIPS TO CREATE *Ultimate* HCP EXPERIENCES

1 CLEARLY DEFINE MEETING GOALS & OBJECTIVES

2 DETERMINE WHO SHOULD ATTEND

3 CHOOSE THE RIGHT DESTINATION & VENUE

4 CONSIDER HCPS' TIME AWAY FROM THE OFFICE

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

6 PROVIDE ROBUST & RELEVANT CONTENT

7 USE TECH TOOLS TO KEEP UP ENGAGEMENT

8 OFFER NETWORKING & COLLABORATION OPPORTUNITIES ONSITE

9 GET FEEDBACK ON THEIR EXPERIENCE

10 PROCESS HCP PAYMENTS QUICKLY

11 SAY THANK YOU

Learn more
meetings.health

HOTEL INDUSTRY *Updates*

The hotel industry has seen a massive shake-up over the last 3 years.

Coming back online has not been easy. However, the industry has recognized its challenges, put technology first and is laser focused on sustainability.

NEARLY ALL HOTELS ARE EXPERIENCING STAFFING SHORTAGES

ACCORDING TO A NEW MEMBER SURVEY CONDUCTED BY THE AMERICAN HOTEL & LODGING ASSOCIATION (AHLA).[1]

36%
SEVERELY UNDERSTAFFED

87%
EXPERIENCING A STAFFING SHORTAGE
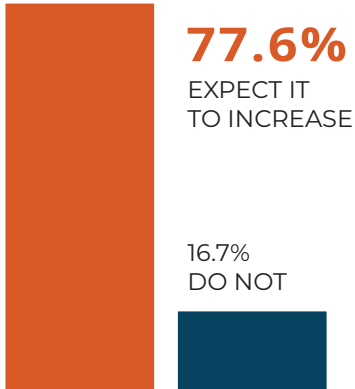
43%
RANK HOUSEKEEPING AS THE MOST CRITICAL STAFFING NEED

WILL TECH INVESTMENTS AT HOTELS INCREASE IN THE NEXT THREE YEARS?[7]

77.6%
EXPECT IT TO INCREASE

16.7% DO NOT

HOTEL *Sustainability*

Hoteliers are keenly aware that sustainability is now expanding in the industry. For example, some companies are setting carbon allowances rather than travel allowances, whereby once an employee has reached their carbon limit, their business travel is done.

Environmental awareness is also shifting. The old mindset of the routine repeat trip is being replaced by extended trips to get more done in one longer visit, rather than multiple, less sustainable and more expensive repeated trips.[9]

Environmental Awareness is Shifting

NEW INDUSTRY BUZZ WORD?
Bleisure Travel
DEFINED: BUSINESS + LEISURE = BLEISURE TRAVEL STAYING A FEW EXTRA DAYS OR WEEKS AT A BUSINESS DESTINATION FOR PLEASURE[2]

NEW US TRAVEL RESTRICTIONS

If you are expecting international travelers for your event, which may include people traveling from China, Hong Kong, or Macau, ensure that you communicate this new requirement well in advance of their travel plans.

It may be worth putting contingency plans in place for attendees from the affected countries. If they test positive and can no longer travel to your event, you could consider hosting a hybrid event, whereby affected attendees can join remotely while others meet in person. If this is the case, you may need to consider elements such as:

TIME ZONES
China is 13-16 hours ahead of the US, so it will be tricky to find a meeting time that falls within both sets of working hours. Instead, consider pre-recording parts of your event or providing on-demand access.

ACCESS
How can attendees from China dial into your event? Be prepared with 2-3 options and have a solid communications plan in place.

HYBRID INTERACTION
How can remote attendees communicate with hosts, presenters, and other attendees?

For More Information go to:
americanmeetings.com/blog

cvent UPDATES

CVENT INTEGRATION WITH MEETINGPACKAGE FOR DIRECT SMALL MEETING BOOKINGS

A new Integration will allow AMI sourcing managers to directly book meeting space through Cvent.

The integration instantly books small meetings with more than 6,000 hotels and venues worldwide using MeetingPackage, a multi-award-winning automation software for meetings, and events sales through Cvent.

The integration also addresses key sourcing questions instantly without planners needing to speak with a sales representative, including:[5]

- Is the room available?
- Does it have the services I require for my meeting?
- And is it in my budget?

ANONYMOUS EVENT SURVEYS

You will be able to create anonymous feedback surveys. You can distribute the survey invitation to the attendees in your invitation list and, once the attendees answer the survey, their response will be made anonymous.[3]

Topic Hub

RELINK INTEGRATING WITH PASSKEY FOR CVENT

Relink is a set of open APIs that allows an event registration system to connect to Passkey's online hotel reservation system for a unified event booking experience.

As a meeting champion, integrating attendee registration and housing can help you address some of the main challenges typically encountered when organizing an event, such as:[6]

- Pre-populating an attendee's personal information from the registration site to Passkey's booking website.

- Discouraging attendees from booking outside the contracted block by automatically directing attendees to reserve housing.

- Running reports to track who registered, who booked a room, and who has done both.

- Sending email notifications (campaigns) to attendees who have registered but have not yet reserved a hotel room to ensure they stay in the contracted block.

- Promoting earlier pickup.

Spotlight on
LEARNING MANAGEMENT SYSTEMS

ENHANCING HCP LEARNING WITH VIRTUAL LEARNING MANAGEMENT SYSTEMS

Healthcare organizations are always looking for new and innovative ways to keep Healthcare Providers engaged in virtual environments.

Learning Management Systems have come a long way in a very short time to assist in transforming your online community – whether it be physicians, nurses, patients or internal employees. These cloud-based systems integrate with most major virtual platforms and allow for tracking engagement and performance of your stakeholders.[8]

WHAT ARE THE MOST USEFUL LMS TOOLS TO INTEGRATE WITH VIDEO CONFERENCING? HERE ARE SOME OF OUR TOP CHOICES:

absorb Learning Management System

Absorb LMS offers a modern intuitive learning experience, robust functionality, responsive service. Ideal for hybrid programs.

Integrations:
Adobe Connect, GoToMeeting,
Microsoft Teams, Webex & Zoom

absorblms.com

LearnUpon

LearnUpon helps deliver impactful training that fuels Healthcare partner success. With direct video conferencing integrations, you can easily automate and deliver great content.

Integrations:
Adobe Connect, GoToMeeting,
Microsoft Teams, Webex & Zoom

learnupon.com

Adobe

Adobe Learning Manager
Formerly known as Adobe Captivate Prime

Adobe Learning Manager is a comprehensive learning platform closely integrated with many virtual solutions. It's stated goal is to create learning experiences that are modern, personalized and relevant.

Integrations:
Adobe Connect, Virtual Classrooms,
Bluejeans and Zoom

business.adobe.com

HCP CONSULTANT ENGAGEMENT WEBSITE DESIGN

6 THINGS TO REMEMBER

1 LOGO
Your logo is the most important and recognizable image that needs to be on your event website.

2 COLOR
Keep website colors and your logo the same, or in the same theme, as company or brand colors to make your website recognizably aligned with your brand.

3 FONT
Some sites only offer a limited selection of fonts to choose from. Try to find a font that most closely matches your standard company font.

4 SIMPLICITY
Don't over complicate your layout.

5 IMAGERY
Use only dynamic and high resolution photos.

6 TONE
Keep your HCPs and internal stakeholders in mind, along with your company's branding, when writing copy for the website.

AFFORDABLE WAYS TO ENGAGE YOUR HCPS & GATHER DATA

miro

miro.com
Whiteboards have become an attendee favorite at healthcare meetings. Miro is one of the most popular online whiteboard tools on the market, and one that allows the meeting champion lots of flexible features including templates that make it easy to start collaborating remotely for HCP Hybrid Meetings. In today's complex medical landscape, there are so many ways to involve your HCPs with integrations and apps. Miro also scales well with large numbers of participants and it's easy to invite other individuals to the board in the middle of a session allowing for vibrant interaction between HCPs and other stakeholders.

SessionLab

sessionlab.com
Session lab is an online workshop tool that facilitates meetings such as those with HCPs, and patient advisory boards and investigator meetings. It provides a drag and drop interface that is designed for the flexible and iterative process of building up complex meeting agendas – making your process design work a real flow experience with your peers.

slido

slido.com
Slido is an interactive meetings tool that will immediately add significant engagement to your arsenal including polling functionality and a mobile app for your attendees for quick responses. It has a heap of integrations including Google Slides and Microsoft Teams. The analytics tool is quite innovative with polling for large groups and visualizing outputs in a word cloud that can help elevate your sessions.[4]

[1] *87% of surveyed hotels report staffing shortages* (2022). ALHA. Available at: https://www.ahla.com/news/87-surveyed-hotels-report-staffing-shortages (Accessed: February 3, 2023). Page 1.

[2] *A Breath of Fresh Air, Business Travel Re-imagined* (2022). Duetto. Available at: https://www.duettocloud.com/special-reports (Accessed: February 3, 2023). Page 10.

[3] *Anonymous Survey* (no date). CVENT community Lex. Cvent. Available at: https://support.cvent.com/s/communityarticle/What-s-the-difference-between-a-known-and-anonymous-survey?is+article=true&lang=en_US&searchFor=anonymous&page=1 (Accessed: February 3, 2023). Pages 1-2.

[4] Cserti, R. (2022) *47 useful online tools for workshops and meetings*! SessionLab. Available at: https://www.sessionlab.com/blog/online-tools-for-workshops/ (Accessed: February 3, 2023). Pages 1-2.

[5] *Cvent and MeetingPackage announce Global Integration Partnership* (2023). Cvent. Available at: https://www.cvent.com/en/press-release/cvent-and-meetingpackage-announce-global-integration-partnership (Accessed: February 3, 2023). Pages 1-3.

[6] *Integrating Events with Passkey. Passkey Portal Lex*. Cvent. Available at: https://support.cvent.com/Passkey/s/communityarticle/The-Complete-Guide-to-Integrating-Events-with-Passkey (Accessed: February 3, 2023). Pages 1-2.

[7] *Outlook & Trends, Re-booting Revenue* (2022). Duetto. Available at: https://www.duettocloud.com/special-reports (Accessed: February 3, 2023). Page 7.

[8] Pappas, C. (2021) *Top LMS platforms with Video Conferencing Integration* (2022). eLearning Industry. Available at: https://elearningindustry.com/lms-video-conferencing-integration-top-list (Accessed: February 3, 2023). Pages 1-2.

[9] Turner, M. (2022) *Stats: Sustainability Momentum builds for corporate travel, meeting management*. Meetings Spotlight. Available at: https://www.meetingspotlight.com/research/stats-sustainability-momentum-builds-for-corporate-travel-meeting-management (Accessed: February 3, 2023). Page 1.