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Partnerships

Global Pharmaceutical & Medical Meetings Summit



The 2014 Global Pharmaceutical and Medical Meetings Summit provided pharmaceutical, healthcare and medical meeting professionals and their partners with an opportunity to catch up on key trends affecting the industry. The importance of meetings and meeting compliance continues to spark interesting discussions. This paper provides meeting professionals with insights and takeaways from major trends in the pharmaceutical and medical meeting industry.

To learn about the upcoming 2015 Summit visit:
www.globalmedicalmeetings.com

The State of the Pharmaceutical and Healthcare Industries

Gary Cupit, CEO and Director of Somnus Therapeutics, Inc provided a great view on key trends in the overall industry. Here are a few that meeting professionals should be cognizant of in 2014:

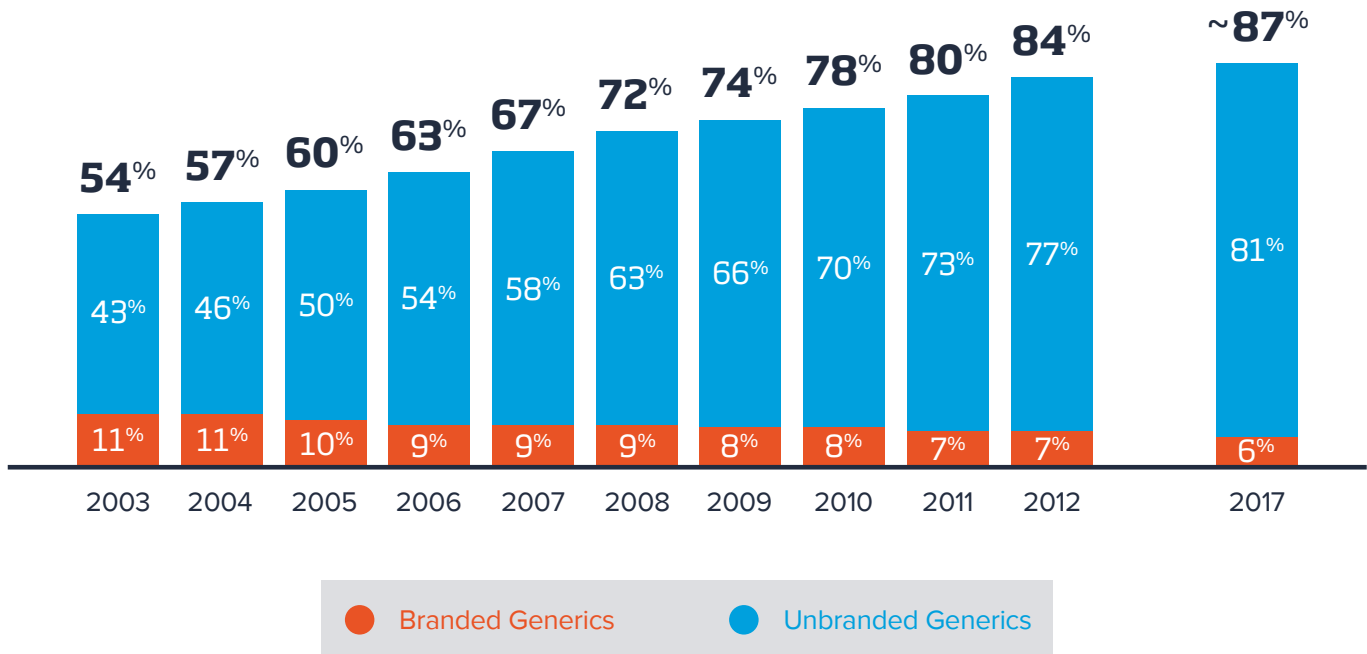
- A minority of patients account for the vast majority of healthcare costs
- 10,000 Americans turn 65 per day
- Global pharmaceutical market could be worth \$1.6 trillion by 2020
- Expiring patents will reduce drug spending by \$127B through 2016
- Generic prescription share is increasing
- Personalized medicine will have a big impact on the future

\$28B

spent in 2012 promoting
drugs to physicians and
other prescribers

*"It's far more important to know what person the
disease has than what disease the person has."*

– Hippocrates



Global Regulations

- **AdvaMed** (Advanced Medical Technology Association)
- **IFPMA** (International Federation of Pharmaceutical Manufacturers Associations)
- **EFPIA** (European Federation of Pharmaceutical Industries and Associations)
- **International Directives**

Specific Country Codes

- **USA** – PhRMA and Sunshine Act
- **Australia** – Medicines Australia
- **India** – Organisation of Pharmaceutical Producers of India
- **China** – R&D-based Pharmaceutical Association
- **UK** – Anti-Bribery Act
- **Europe** – EFPIA HCP Code

Compliance, Compliance, Compliance

No matter where in the world pharmaceutical meetings are being planned and managed, there are compliance regulations to understand and adhere to. This year's conference featured no less than five sessions centered around helping shed light on the compliance landscape.

After listening to all the presenters, it's clear that many of these rules and regulations are open to interpretation and have gray areas. It is the corporation's responsibility to interpret regulations and provide consistent messaging on how all employees and partners will be held accountable. Meeting professionals must work with their compliance teams to ensure their meetings fit within the company's interpretation of the regulations and provide the data necessary for reporting. **Consistency is key.**

And when in doubt, check with compliance.

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The Value of Strategic Meetings Management

As the regulatory environment has become more complex, strategic meetings management (SMM) programs have grown in importance within healthcare organizations. SMM programs are a great way to enforce and track compliance with meetings policies.

Here are **three key tips** to help you convince your leaders to invest:

1. Understand the problem at your company – do leaders care about compliance, risk avoidance, or cost savings?
2. Build your business case around the areas they care about most
3. Start small. Build a solid foundation within one region or department, then expand the program to other groups

As you look expand and to take your SMM program to the next level, make sure you involve other departments such as compliance, marketing, and procurement. Also make sure you understand different obstacles or differences in the other groups in order to tweak your approach.

Ultimately, technology is a key piece to both a successful strategic meetings management program and overall HCP compliance. A central system is needed to help ensure all policies are adhered to and standard data across meetings is captured. A meetings technology system should feed data into your company's central system for maintaining all HCP data.

"Having multiple approval levels can slow down the event planning process. Technology can shorten that window. By identifying the value for all key stakeholder groups, you can sell them on how technology will enhance their experience and make them look good."

– Lisa Palmeri

Senior Director, SMM Professional Services,
Technology Development, Cvent

Evolving Meeting Formats

As the make-up of our workforce changes, along with the growth of technology and the ways people interact with each other, it is important that meeting formats adapt as well. I think compliance & budgets play a role here too.

Here are just a few of the **key elements** to keep in mind as you plan meetings for the new age:

Adult Learning

Understanding the way people learn in today's highly disruptive, fast-paced digital culture is a critical step toward improving meeting design, team management and personal growth initiatives. Our meetings must match our learning patterns. Entrenched rituals like long introductions and lengthy presentations no longer fit with the way adults behave. Here are a few tips to help align your meetings with the current learning landscape:

- 1. Shorten Meeting Length** – Think about the way we quickly consume content and cut down on the length of your webinars, keynote speeches and digital content.
- 2. Encourage Connections** – Constant internet connectivity has put information at our finger tips and eliminated the need for memorization. While we can Google just about any fact, people seek unique perspectives from their peers. Massive online open course are growing because people want to learn together, ask questions and hear from one another.
- 3. Feed Curiosities** – The availability and abundance of interesting content has made people more curious. Pose different types of questions and keep people curious about your subject matter.

Millennial Perspectives

Millennials, those born between 1980 and 2000, are the fastest growing generation in the workforce, so understanding their behavioral patterns and the way they work is imperative. Since they grew up with digital media they are tech savvy and comfortable with digital meeting formats, although they still prefer face-to-face. They also enjoy the gamification of meetings, new learning opportunities, and a multimedia experience that includes photos and videos. When it comes to social media, this “me” generation is comfortable sharing personal and professional details across many different networks. It’s critical that organizations set and enforce guidelines for what they deem permissible for employees to post on social media.

Meeting Design Elements

Your meetings should consider the following design principles when you plan a meeting:

1. **Get Perspective** – Put yourself in the shoes of your attendees focus on how they want to learn
2. **Find a Shared Identity** – Anchor your meetings in a purpose that’s important to you and attendees
3. **Keep it Simple** – Devise a singular organizing principle. Be able to describe why you are conducting the meeting in one or two words.
4. **Embrace Novelty** – Infuse your meetings with surprises

Global Implications

In today’s interconnected world we must understand the widespread implications of conducting meetings. Here are some things to consider when running a global program:

1. Understand regional differences in regulatory law
2. Take a phased approach and start with the region that’s most ready
3. Learn how each region defines meetings

We are already planning for the **2015 Global Medical Meetings Summit** to be held February 10-12, 2015 at the Hyatt Regency Philadelphia at Penn's Landing, Philadelphia, PA.

During registration, enter code **CVENT** to receive **\$100 off** registration fees.



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www.globalmedicalmeetings.com

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