



Coalesce MedCom, LLC

Unique Insights Driving Individual Solutions

Advisory Meeting - Planning & Execution

Whether you are a biotech, pharmaceutical, or device manufacturer, advisory meetings are a valuable link to understanding the behaviors and/or perceptions of your target audience(s). Advisory meetings provide a forum for you to procure tangible information on evolving diagnostic and treatment landscapes, competitive intelligence and insights, as well as an understanding of the position a brand occupies or may occupy in a given marketplace.

- There are numerous ways that advisory meetings can benefit you:
 - Obtain tangible feedback, direction, and support for product development and commercialization initiatives
 - Provide a forum that allows key customers to assist in the development of your strategic and tactical communication solutions
 - Provide direction and support toward the execution of your communication tactics
 - Content direction, development, and project lead for specific tactics
 - Provide input and direction for *targeted* audience messaging, initiatives, and key opinion leader selection within specific customer groups
 - Create, build, and strengthen key opinion leader (KOL) relationships
 - Foster brand and company loyalty
- Advisory meetings come in many forms:
 - Clinical development and commercialization advisories
 - Medical and marketing advisories
 - Evolving landscape and life-cycle management advisories
 - Treatment optimization advisories
 - Scientific content development advisories
 - High-science advisories
 - Competitive loyalist advisories
- Tips for successful advisory development and execution:
 - Get the right advisors (not everyone is a good fit for an advisory meeting)
 - Select a strong chair and provide tools to successfully lead your advisory offering
 - Develop a comprehensive and focused agenda
 - Ask the right questions (even the tough ones)
 - It is not about the presentations, it is about the discussion
 - Have specific objectives and set realistic expectations with your advisors
 - Follow up and follow through

For more information contact David Gottlieb

75 Woodlawn Avenue, Saratoga Springs, NY 12866

T: 866-894-9823

F: 518-874-0582

E: dgottlieb@coalesce-medical.com