

HEALTHCARE MEETINGS LIFE CYCLE MAP

Use this guide to plan the various types of meetings along your organization's innovation journey.

Phase 1

DISCOVERY

- Concept Development Meetings
- Internal Clinical
- Internal Meetings
- Internal Prep
- Investigator Meetings
- Study Meetings



Phase 2

RESEARCH & PRE-APPROVAL

- Advisory Boards
- Clinical Research Meetings
- Clinical Trials
- Internal Clinical
- Internal Meetings
- Internal Prep
- Investigator Meetings
- KOL Development
- Legal Compliance
- Regulatory Review Meetings



Phase 3

DEVELOPMENT & APPROVAL

- Associates Training
- KOL Development
- Market Approval
- Product Development Strategy Meetings
- Sponsored Symposia



Phase 4

COMMERCIAL

- Advisory Boards
- Board of Directors Meetings
- Conferences & Symposia
- Congresses
- Executive Encounters
- Incentives
- Patient Advocacy & Engagement Meetings
- Payer Programs
- Product Launch
- Roadshows
- Sales Force Trainings
- Sales Meetings
- Speaker Trainings

