

# THE FOUR “Ps” OF OPTIMIZING ADVISORY BOARD ENGAGEMENT

Advisory board meetings are a time-honored means of gathering expert input and critical insights. Iterative dialogue with key opinion leaders (KOLs) and other valued stakeholders can provide valuable real-world knowledge to inform strategic planning throughout the product life cycle.

Scan the QR codes to read our perspectives on the pillars of a successful advisory board meeting.



## People

- ▶ Identifying and recruiting the right advisors
- ▶ Ensuring diverse perspectives
- ▶ Developing meaningful dialogue
- ▶ Building and sustaining long-term relationships



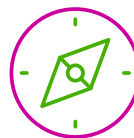
## Preparation

- ▶ Assembling an action-oriented agenda and discussion guide
- ▶ Pre-meeting insight gathering
- ▶ Starting with the end in mind
- ▶ Driving the discussion
- ▶ Optimizing the environment



## Participation

- ▶ Creating engaging materials and activities
- ▶ Choosing the right moderator
- ▶ Meeting advisors where they are
- ▶ Maximizing engagement through innovation



## Path Forward

- ▶ Developing a useful executive summary
- ▶ Incorporating pre- and post-meeting results
- ▶ Maintaining the relationships
- ▶ Tying it back to strategy

## A proven process for results



Read our complete 4-part series on the **pillars of a successful advisory board meeting.**

Ask us about our innovative approaches for Advisory Board meetings!

# 1500+

Advisory Board meetings supported

## Speak with our experts

For further information about advisory board meetings and other medical communication services, contact:



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