



# Face-to-face meetings drive results in healthcare

Face-to-face meetings and events deliver proven benefits to industry leaders as they navigate the shift towards value-based care and deal with a complex regulatory landscape.

## Introduction

The healthcare industry hit a major milestone in 2018 – it surpassed retail and manufacturing to become the nation’s largest employer. Healthcare represents 15 percent of the country’s gross domestic product and as the population continues to age, the industry is only expected to expand.

**Leaders in healthcare juggle tremendous responsibilities. They must meet rising safety standards, embrace rapidly changing technology and adhere to complex regulations, all while delivering results to consumers, investors and regulators.**

The industry is also complex, ranging from small private practices to massive hospital systems. Insurance companies, pharmaceutical manufacturers, biotech start-ups, device manufacturers, government agencies, medical schools and a diverse array of providers are just some of the key players.

Conferences, conventions and other face-to-face meetings and events are the most effective way to



bridge multiple perspectives, share information and spark meaningful business connections. Meetings lead to new discoveries, hands-on learning opportunities and strategic partnerships between public and private-sector leaders.

## Winning the Talent War: Nurturing Employees and Emphasizing Continued Education

Innovation drives the healthcare industry forward. Professionals must constantly seek opportunities for

**“ The great thing about an in-person medical conference as opposed to online education is simple — the ability to understand and ask questions. When healthcare professionals come together they not only learn academic information, but compare notes with colleagues about how to approach difficult situations.**

**– Dr. Jonathan Perlin  
President of Clinical Services and  
Chief Medical Officer at HCA**



education, whether to maintain accreditation, improve patient care or create new business. Conventions, summits, academic roundtables and in-person conferences provide unparalleled opportunities to acquire information, hone skills and stay abreast of industry trends from digitizing health records to building prevention models using artificial intelligence.

**Professional development and training are particularly important in today's competitive job market. As industry players strive to recruit and retain talent, they must offer opportunities for professional growth and training. Organizations that prioritize employee education report higher retention, increased engagement and better morale – all of which contribute to better patient outcomes.**

Leaders of sprawling, complicated healthcare organizations also find that face-to-face meetings enable them to build trust with employees and create a healthy corporate culture. Unlike online trainings or video conferencing, in-person meetings capture the attention – and imagination – of workers. Ideas flow freely, employees at all levels share feedback and colleagues build a sense of camaraderie.

## **Boosting the Bottom Line: Delivering ROI for Healthcare Providers and Hospital Systems**

In recent decades, there has been a surge of hospital system mergers, as leaders navigate complex

## **Industry Case Study**

For more than three decades, J.P. Morgan has convened healthcare leaders for a multi-day conference. More than 10,000 participants from more than 450 private and public companies join together to explore the latest innovations, share new techniques and form new business relationships. From tiny start-ups to companies with more than \$300 billion in revenue, leaders share presentations, connect with investors and build new relationships, making the conference one of the year's most important events for healthcare professionals.

regulations, patient demands and revenue pressures. As healthcare companies merge, face-to-face meetings enable leaders to share crucial messages, create a cohesive culture and address challenges promptly. Such meetings seed organizations with new ideas, prompting further research, innovation and solutions for society's greatest health challenges.

Face-to-face meetings inspire open communication, creative thinking and the open exchange of ideas. These discussions are particularly crucial as healthcare leaders deal with record levels of spending. Meetings foster a shared sense of mission. As healthcare leaders



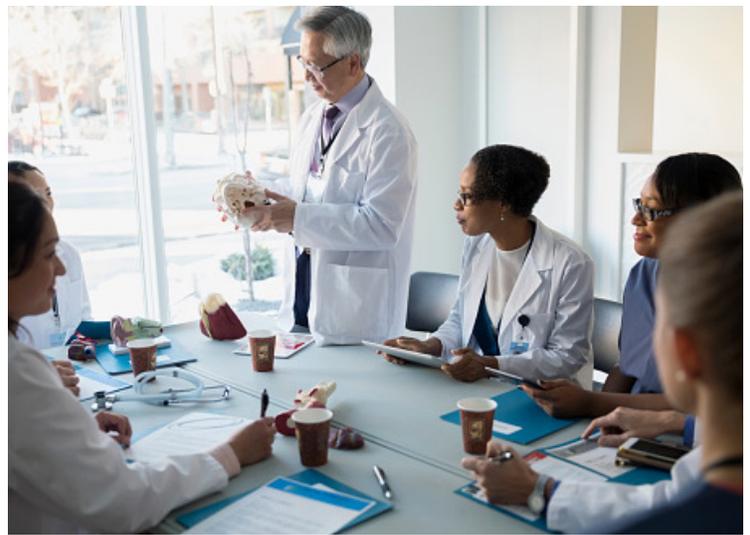
search for new sources of funding, they find some of the most productive hours are spent sitting down with potential financial backers. Meeting face-to-face, building rapport and communicating about shared values creates strong business partnerships.

## Navigating a Complex Environment: Overcoming Regulatory and Political Landmines

The move to value-based care promises improved outcomes for patients, insurers and providers. It also represents a massive shift in the way hospitals, provider groups and other industry partners do business. In this time of rapid change, collaboration is increasingly important.

“ **When the team decides to do in-person meetings with various partners, it’s because we need to discuss something that’s more complicated—decisions need to be made and brainstorming needs to happen.**

– Healthcare Executive ”



Regulatory and legislative changes also pose significant hurdles for healthcare leaders. As healthcare reform grows more complex, in-person trainings and face-to-face meetings with policymakers ensure compliance. Moreover, bringing key stakeholders to the table is crucial when discussing policy decisions with far-reaching ramifications.

This era of rapid growth presents major opportunities for healthcare players to create value and drive medical advancements for communities. Gathering in the same room enables key players to forge alliances, share vital information, brainstorm new solutions and build consensus.

To learn more about leveraging the power of face-to-face meetings, visit: [meetingsmeanbusiness.com](https://meetingsmeanbusiness.com)

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