

# LARGE GROUP PROGRAMS OVERVIEW

## 4-HOUR PROGRAM

**Introduces the fundamentals of conveying clinical content in a compelling manner**

**Program Highlights**

- DO 2 HANDS-ON ACTIVITIES
- RECEIVE PEER FEEDBACK

## 2-HOUR PROGRAM

**Focuses on one key aspect of concise clinical communication**

**Program Highlights**

- DO 1 HANDS-ON ACTIVITY
- RECEIVE PRACTICAL HANDOUTS, TEMPLATES AND ACTIVITIES

## SPEAKER DEVELOPMENT PROGRAMS FOR KOLs

**Focuses on how to communicate data-heavy content in a clear and compelling manner**

**Program Highlights**

- CUSTOMIZED TO EACH CLIENT
- RECEIVE PRACTICAL HANDOUTS, TEMPLATES AND ACTIVITIES

**Topics covered**

Understand and apply the 3 key strategies to connect with any audience

Assess the unique needs of each HealthCare Provider or patient

Develop a clinical message directly linked to the purpose and needs of each listener

Open and close with purpose and impact

Manage data-heavy visuals

Deliver a slide deck you didn't create

**Sample topics could include**

Develop a clinical message directly linked to the purpose and needs of each listener

Open and close with purpose and impact

Manage data-heavy visuals

Ask purposeful questions to generate purposeful discussion

**Sample topics could include**

Open and close with purpose and impact

Manage data-heavy slides

Deliver a slide deck you didn't create

Create meaningful discussion around the data

Deliver in an authentic and compelling manner