

Make Medical Meetings Work, With Graphic Facilitation



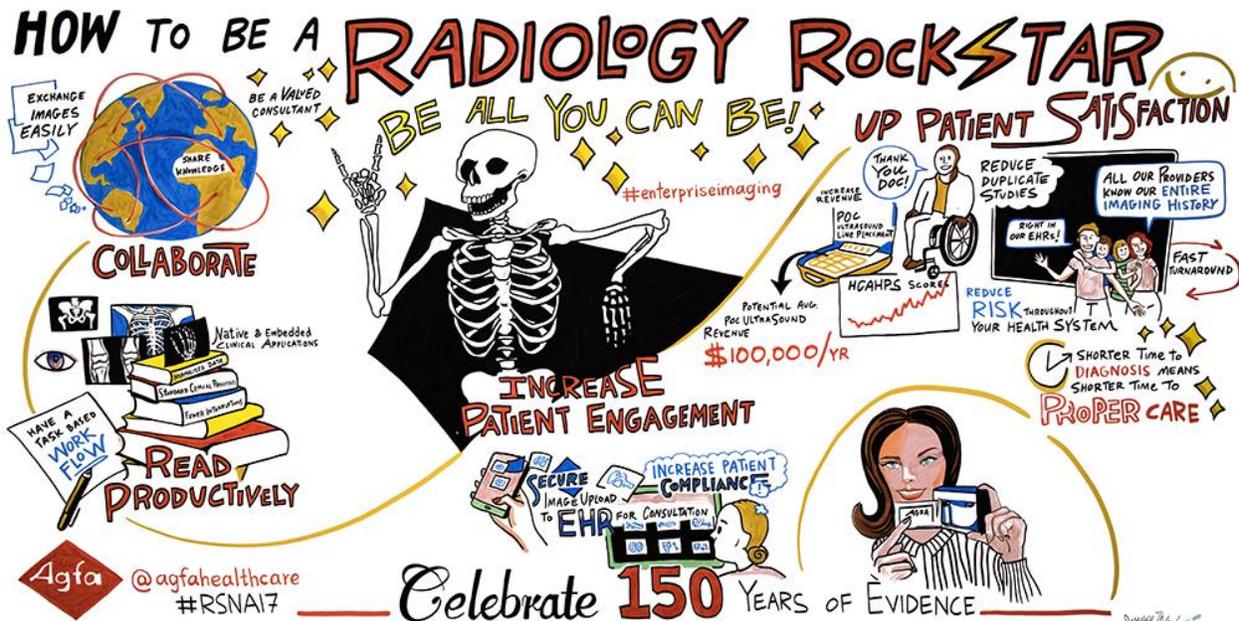
Drawing Towards Clarity in Complex Field

It goes without saying that healthcare is a wildly complex industry. For every step that treatment or therapy development goes through, there's a litany of hurdles from scientific, legal, and ethical perspectives. It's enough to make simply organizing a medical meeting can feel like a daunting task (let alone running one).

But what if we told you it doesn't have to?

Since 2009, the [graphic facilitation firm ImageThink](#) has used live meeting illustration to turn complex conversations into stunning visuals, all in real time. Based in New York and San Francisco, their team has helped 50% of Fortune 50 companies around the globe have more effective, engaging, and memorable meetings.

And they can do the same for you, too. Read on for four ways that graphic facilitation can empower your next big meeting.



Ignite Meaningful Conversation with Graphic Recording

When it comes to HCP-patient conversations, encouraging open and honest discussion is of paramount importance. Unfortunately, from legal concerns to the emotional weight often associated with personal health, it's also an incredibly difficult task. That's where visual thinking can help.

Take [Agfa Healthcare](#), for instance. For more than a century, Agfa Healthcare has developed analog and digital imaging tools, software, and IT. Their healthcare division provides much needed innovation in diagnostic imaging and radiology, and for their trade show booth at the Radiological Society of North America's 2017 conference, they needed a way to engage attendees and activate their space. They turned to [ImageThink](#) to collect insights into the value of diagnostic imaging and Agfa's diagnostic imaging systems in a beautiful hand drawn mural. Attendees flocked to the booth to see the wall come alive with their comments. From the hope it offers patients, to the streamlined infrastructure it represents, the mural provoked as well as captured insights.

The result was more than a beautiful illustration. As a [conversation starter](#), it enabled Agfa's representatives to make meaningful connections with attendees, filling their pipeline and ensuring long standing business relationships.



Have A Graphic Facilitator Picture Your Patient's Voices

Patients are the heart of the healthcare conversation, and understanding their needs, challenges, and motivations is essential if holistic treatments are to be found. Patient advisory boards are an obvious place to start. Creating a safe space for folks to talk about what is often a deeply personal and emotional issue is absolutely crucial to the success of a patient advisory board. After all, it's only when people feel comfortable sharing personal experiences that healthcare providers can find ways to improve their treatments not only in the hermetic sphere of the lab, but in day to day life.

Again, [visual thinking](#) and graphic facilitation are the perfect tools to create the crucial safe space for candid insights—and the perfect tools to capture them, as well. That's because real-time imagery can work to both add levity to a room, and to create a point of empathy between facilitators and patients alike.

When it comes to graphic facilitating an ad board, preparation is everything. ImageThink's graphic facilitators meet with their clients ahead of time to better understand the nature of patient needs and experiences, to uncover what kinds of imagery might be sensitive to folks in the room, and to become familiar with the vocabulary and jargon that will be a part of the conversation.

Just as important is understanding the unique goals of the day: is the purpose of the ad board to map out a day in the life of a patient? To uncover the drawbacks of current treatments? To understand the impact of their condition on caregivers and loved ones?

By collaborating with ad board leads ahead of time, ImageThink is able to come prepared with unique visual templates that help lead conversations in structured yet empathetic ways. The result is a session where all voices are heard, respected, and memorialized.



Increase Awareness And Education Through Live Meeting Visuals

While gathering insights from a patient base is crucial, the flip side is equally important. When it comes to educating your patient community about the best ways for them to take care of their health, you need to make the information accessible and engaging.

[Change The Cycle](#) does just that, sponsoring digital and live events to help educate and connect women with heavy periods. The online community, hosted by Hologic Inc, provides informational resources and conversational spaces for women to share their experiences, gain insights, and learn about solutions. In 2015, Hologic hosted a Change The Cycle info session at the [BeBloglicious](#) bloggers' and influencers' conference in Baltimore, MD. They needed a way to make their message stick, and to boost it beyond the confines of the day itself.

Through [social listening murals](#), graphic facilitation, and personalized illustrations, ImageThink created real time visuals that sparked dialogue, kept attendee attention, and creating a meaningful resource for continued online conversations.

Want To Learn More?

Whether you're hosting an ad board or organizing a tradeshow booth, ImageThink can help. Check out their [graphic facilitation services](#) to learn more about the impact of real-time visuals.