

HCEA PANEL: HCP PERSPECTIVES ON THE EVOLUTION OF FACE TO FACE EVENTS



DR. COLETTE KIRCHHOFF

Colette Kirchoff MD, FAAFP is a Board Certified Family Physician and Hospice Palliative Physician. For 23 years she maintained an active practice in family medicine in Bozeman Montana, and for 13 years she has served as Associate Director of Compassus Hospice.

GLENN G. GABISAN, MD, FACS

Glenn G. Gabisan, MD, FACS, is an orthopaedic surgeon who specializes in foot, ankle, sports medicine, arthroscopic surgery, ankle replacement, and bunion correction. Dr. Gabisan joined Professional Orthopaedic Associates in 2004.

LEIZLE TALANGBAYAN, MD

Dr. Talangbayan earned her medical degree at Drexel University College of Medicine, Philadelphia, and trained in radiology at Monmouth Medical Center, and completed fellowship training at New York Presbyterian Hospital Weill Cornell Medical Center.

DR. JOHN GUMINA

Dr. John Gumina is a Board Certified Family Physician and Chairman of the Department of Family Medicine at Jersey Shore University Medical Center. He has been in practice for 43 years.

On May 11, HCEA hosted a dynamic virtual roundtable, *HCP Perspectives on Evolution of Face to Face Events*, moderated by Sean Feehan of GWF Associates, and Jon Ellms of Access TCA.

A panel of four healthcare professionals offered our members distinctive perspectives on the road ahead, from the future of face to face meetings, to the value of virtual meetings and virtual exhibits. The group also offered opinions on what steps facilities and associations should take before resuming physical congresses and events, and shared advice on how industry should tailor their outreach in a post-COVID environment.

Among the key insights:

- For some clinicians, COVID-19 has amounted to a pause in their practice, and for others, a refocusing on acute care.
- Across the board, frustration and fatigue seem to be giving way to optimism. Everyone wants to get back to normal – seeing patients, resuming elective procedures, and engaging with their peers in person.
- They expressed serious reluctance to travel, citing personal safety and to avoid exposing coworkers and patients to illness. Few held much optimism for the viability of large congresses this fall.
- On the other hand, they reaffirmed their ongoing need to stay current, and live engagement - virtual or otherwise - industry reps remains an important part of that equation.
- Physicians see virtual meetings as critical to collaboration and education in the future, and went on to offer specific advice how to maximize their value.
- By contrast, virtual congresses and virtual exhibits are unknown territory, but with good potential, particularly when accompanied by live (virtual) interaction with company representatives.

HCEA thanks our panel, our moderator, and [GWF Associates](#) for sponsoring yesterday's session. A recording of the session can be downloaded at <https://www.hcea.org/hcea-presents-hcp-perspectives-on-the-evolution-of-face-to-face-events-monday-may-11-2020/>.