



QUICK GUIDE

Attending

JPM

Annual
Healthcare
Conference





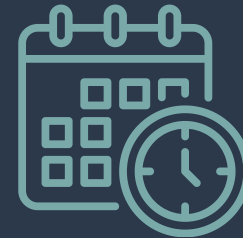
Do's:



Have a media strategy and be concise and responsive if there's reporter interest. Calendars book fast.



Pack rain gear - and business cards.



Schedule in advance, but allow for serendipity. The best meetings are often unplanned.



Be discreet and use privacy screens. Eyes and ears are everywhere.



Don'ts:



Discuss proprietary info in public areas – the walls have eyes and ears!



Waffle on details on news or delay in responding to media queries



Wear new or uncomfortable shoes



Offer exclusives to multiple outlets



Overindulge – grab a bite/sip but don't feel obligated to partake

Tips for Interacting with Media



Reach out now!



Focus on “why now” - how do you fit into bigger trends, what’s upcoming?



Know reporters’ beats – don’t pitch a medtech reporter on a biopharma development.



Use the time to build relationships, it doesn’t have to be a hard sell. Schedules may feel impossible, but reporters are human too.

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Keys

*to pitching
successfully*



Make it brief!



Include whether private or public and status of financing.



Describe technology, science and areas of focus.



Offer your CEO.



Contextualize the landscape - it's not just about you.



Give enough information and provide clear embargo information.



Be clear on the offer (e.g., product demo, embargo info, interviews, etc).



Be gracious if the answer is no and follow up post-JPM.

Top Trends Driving Media Coverage



Obesity medicines



M&A, financings, major market moving events



Gene and cell therapy



Synthetic biology, neurotech, reproductive technology

Top Trends Driving Coverage



Microbiome: will the field be regulated to help with colon, digestion or other applications?



AI: Must have good data and show what the technology can do vs. humans



Gene and cell therapy



Business models: rebuilding amidst economic crisis



**Get in touch with
us at JPM:**

info@healthandcommerce.com