Developing a POC Group and Planning Successful Meetings and Webinars

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Agenda

- POC Group History
- Planning a Successful On-site Meeting
- Planning a Successful On-line Webinar
- POC Resources
- Recommendations for the LAPOC Group
POC Group History
The Vision

- Develop a web site where POCCs, and POCT vendors could go to find out about news, events and trends in POCT
- To enable POCCs to network with peers
- To discuss POC issues
- To learn about new POC products, tests, and trends
www.pointofcare.net

- Officially launched in July 1999
The First Group “officially” Met on June 28, 2000...

**KEYPOCC Purpose** To form a collaborative network of Point-of-Care Coordinators with a willingness to share information, ideas, and creative solutions to the unique challenges presented by the growth of Point-of-Care testing. Through a cooperative philosophy and the use of various communication tools, we strive to develop an association that:

- Serves as a resource for everyday issues,
- Serves as an information source for current and emerging technologies,
- Influences industry development efforts.
Today there are more than 30!
POC Group Meeting Facts

- Most groups meet 2-3 times per year
- All groups have at least one vendor fair
- Average attendance is 30-40
- 95% of meetings held at a hospital
- Nearly all are NOT held in a ‘major city’
- Most run from 9:00am-3:00pm
- “Drive time” radius is about 2-2½ hours
Steps to Planning a Successful On-site Meeting
What’s Required?

• Point person/leader(s)
  - Active core group is key
    • Determine topics
    • Choose location (hospitals work best)
    • Contact speakers
    • Contact vendors
You’re Not Alone...

• POC.net provides:
  - Name and logo development
  - Meeting invitations and mailers/email
  - Sub web site under POC.net
SAVE THE DATE!

Our 1st Face-to-Face Group Meeting is Being Planned for:

Thursday, June 24, 2010

Network with Your POCC Peers at...

Prejean’s Restaurant in Carencro
You’re Not Alone...

- POC vendors potentially sponsor:
  - Speakers
  - Breakfasts
  - Luncheons

- Customer emails to build database
Steps to Planning a Meeting

1. Choose a specific theme
   Research Topics using other POC Group web sites
   Have a Vendor Fair
2. Choose a host/location and date
   Room needs, AV, food, etc.
3. Alert POCCs with SAVE the DATE message
4. Create agenda
5. Advertise the meeting
6. Collect RSVPs
7. Arrive early and set up registration table
   Encourage mingling, ice breaker, handouts, intros, discuss future meetings, topics, hosts, etc.
8. Post meeting notes on web site
Covering On-site Meeting Costs

- Hold a vendor fair
- Charge vendors for table space
- Use funds to pay for food, etc.
- Vendors can sponsor and cover expenses for guest speakers
Steps to Planning a Successful On-line Webinar
Why Online Webinars?

- Today, more than 30 POC groups meet on-site 1 or 2 times a year - but given budget restraints and economic conditions:
  - Attendance is dwindling
  - Costs are rising
  - Hospitals are less permissive with travel time and meeting space
  - Volunteers are difficult to secure
  - Travel distance discourages attendance
Webinar Benefits to POCCs

• They are not a replacement to current POC group meetings
• They are a ‘perfect complement’ to on-site meetings
• They average two hours per session
• No need to tie up a full day plus travel
Webinar Benefits to POCCs

• Anytime, Anyplace
  - Can be scheduled at any time enabling groups to ‘meet’ more often
  - Enable speakers to present from anywhere

• A wide range of speakers and topics are readily available to choose from
POC Group Webinar Facts

- Most groups are planning 2-4 per year
- All groups have at least 3 vendor sponsors
- All are hosted by a regional group
- Average attendance is 70-80
- Most run from 11:00am-1:00pm
- “Drive time” radius is about 2500 miles
You’re Not Alone...

Whitehat Communications
2220 Ivy Road, Suite 402
Charlottesville, VA 22903
Email: rick.import@whitehatcom.com
Phone: (434) 202-8365
Steps to Planning a Webinar

1. Select a date
2. Choose a topic/speaker
   www.pointofcare.net/POC_Webinar_Speakers.htm
3. Provide a list or group emails
4. POC.net creates and sends evites
5. Whitehat manages RSVPs
6. Whitehat schedules ‘rehearsal’
7. Whitehat facilitates live event
   Polling questions, interactivity, etc.
Check a Webinar Out & See

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**June 2010**

- **6**
  - AACC Annual Meeting and Clinical Lab Expo Preview Webinar

- **7**
  - KEYPOCC Meeting

- **8**
  - Arizona POC Webinar

- **9**
  - Alabama POC Webinar

- **10**
  - AACC Annual Meeting and Clinical Lab Expo Preview Webinar

- **11**
  - KEYPOCC Meeting

- **12**
  - Arizona POC Webinar

- **13**
  - Louisiana POCC 1st Group Meeting

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**www.pointofcare.net**
Covering Webinar Costs

• Thanks to the generous support of POC vendors, webinars cost POCCs nothing.
  - Vendors pay for time on the webinar (usually 2-3 minutes) where they can promote their products - much like an ad in a journal or commercial on TV.
POC Resources
POC Resources

• AACC CPOCT Division
  - www.aacc.org Listserv, POC Certificate Program...

• Publications
  - Journal of POCT; CAP Today; Advance

• Websites
  - acutecaretesting.org/ (Radiometer)
  - www.poc.roche.com/poc/home.do (Roche)
  - www.pointofcare.net
  - www.glycemiccontrol.net
Recommendations and Conclusions
Recommendations

• Develop a core group of volunteers
• Hold an on-site meeting (in Baton Rouge?) sometime in October 2010
  - Use an area hospital as the location
  - Include a vendor fair
• Hold a POC webinar in December 2010
Conclusions

• Communication and cooperation is the key to building a productive POC Group

• More people means less time!
  - “Share the load and the burden is lighter”

• Refer to the “Handbook”
  - “Planning POC Group On-site Meeting and/or On-line Webinar”
Questions?

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