

## **Using conversation as a catalyst for change**

One important observation arising from several Expert Panel meetings conducted in the UK during recent years was the professional value of **“learning through sharing”**. This involved a moderated discussion during which healthcare professionals were given the opportunity of sharing their experiences and techniques of using a particular pharmaceutical product or medical device. Some frequent feedback from these discussions included

*“I didn’t know you could do that”*

or

*“now I’ve heard you say that, I’ll try it myself”.*

Based on these observations the concept of Regional Insight Forums emerged. These are actively facilitated to reproduce a discussion environment similar to the Expert Panels and therefore an environment in which experiences can be shared and the professional utilisation of the client’s product discussed with a wider regional audience. The emphasis is to use conversation as a catalyst for change.

If you'd like to invest in a process of an open exchange of professional ideas about the use of your product and build a two-way relationship with your customers then why not consider a pilot project? These forums are also ideal for understanding any regional variances in care delivery and patient pathways. Delegates can join via an on-line video link.

Please get in touch for more information on the outcomes from past forums or if you'd like to arrange an on-line video discussion to review the versatility and flexibility of using this meeting option.