



# 10 Ways to Prep for the J.P. Morgan Healthcare Conference

The annual J.P. Morgan Healthcare Conference is the biggest healthcare investment event of the year. Here are ten ways to start prepping so you can get the most out of the conference.

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**Make a game plan.** Figure out what team members will attend so you can divide and conquer. The conference is a great opportunity for both management and your business development team. Don't forget to line-up your hotel rooms!

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**Tighten up your deck.** Refresh your deck now so you have enough time to revise and edit to ensure it's in top form. Build a presentation that gets your story across in 15 minutes, clearly articulates your differentiators, and ensures that you stand out.

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**Target your audience.** Create multiple versions of your deck. Your standard deck might be great for meetings with buy- and sell-side analysts, while investment bankers want to see financial projections and non-public accomplishments or filings.

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**Highlight goals.** You'll need to start identifying key milestones and what you want to achieve in 2018 now so you have time to work them into your presentation. Remember to capture strategy changes, potential catalysts, financial metrics, or messaging.

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**Time good news.** Set up any positive news so that it coincides with the event. Think about 2017 results, a preliminary 2018 outlook, or any new strategic partnerships or acquisitions. You'll have something to say that your audience hasn't already heard.

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**Refine targeting lists.** Analysts and investors begin booking meetings now. Make sure you're spending your time wisely by developing a list that covers all your bases with buy-side analysts, sell-side analysts, overseas companies, and bankers.

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**Strategize your schedule.** Don't just rely on the conference. Use the week to your advantage. If there are analysts and bankers that didn't make your targeted schedule, but you still want to meet with, reach out for dinner or cocktails.

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**Establish home base.** Establishing a "home base" to host your meetings allows you to avoid the alternative, which is a mad four-day dash with tight schedules, long travel times, delays, and no shows. An established home base makes it easier for everyone.

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**Give yourself adequate meeting time.** Avoid the 30-minute meeting trap and try to make all meetings a full 60 minutes. For an investor you are courting for the first time, it's all about quality and having enough time to go through the investment rationale.

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**Set expectations.** The conference is hectic and most investors are attending first to get updates on the stocks they own in their portfolio(s), second to network, and third to get new ideas. Getting every meeting you want can be a challenge.

If you need help planning for a successful conference, Westwicke Partners can help. **Get in touch** to fine-tune your investor deck, vet meeting candidates, make introductions, and more.



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