



AHA PHARMACEUTICAL ROUNDTABLE

Partners in Research and Education

Concept

Create a world-class pharmaceutical roundtable with programs and benefits to command multiple-year commitments and significant revenue.

Hurdle

Overcome a ten-year history of annual low-fee commitments, few benefits, and an unhappy membership.

Solution

Recreate the PRT with a three-pronged approach to include elevated research commitment, a consumer compliance initiative, and “best available” marketing benefits for reaching healthcare professionals and consumers.