

## Advisory Board Consult Session Description



### Purpose

The purpose of the Advisory Board Consult is to directly connect our client to actual end-user decision makers in a literal way.

### Who is the VBCEXhibitHall Advisory Board?

The VBCEXhibitHall Advisory Board consists of over 25 value-based care executives from across the nation, representing a variety of entities, governance structure, risk models, etc. Visit the [VBCEH Board Room](#) page on our site to read more about these individuals and visit their respective LinkedIn profiles.

### Format

The format of the consult is a virtual meeting that will last roughly one hour and will include up to 3 AB members pre-selected by the client. During this hour, the vendor client will begin with a short (20-30 min) explanation of their service offering followed by a Q&A / open discussion with the participating AB members. The AB members can then ask questions to the client with the ultimate goal being to clarify how the specific products/services discussed are either aligned or misaligned with the needs and concerns VBC executives share. At the end of the meeting, the client will be left with some helpful insight and feedback to convey to their sales & development teams.

Here are some example topics that may come up in questioning:

- What kinds of VBC organizations will benefit most from this product/service? Any that will not?
- Is the pricing realistic?
- What methods are the client's sales teams using to reach the decision makers? Is there a better way?
- Who is their main competition and what makes them the better choice? How are they emphasizing this?
- Is the client focused on the right things? Do they have blind-spots to the real needs of potential clients?

### Conclusion

Following the session, a recording of the meeting will be given to the client for their review. Contact information of the participating AB members will also be shared with the client for any relevant follow up discussion.

For more information contact us at: <http://www.vbcexhibithall.com/> / [info@VBCExhibitHall.com](mailto:info@VBCExhibitHall.com)