

JPM Prep Program

A focused, four-phase process to sharpen your message, refine your materials, and prepare your leaders to make the most of the JP Morgan Healthcare Conference.

PHASE 1: MESSAGE REFINEMENT

Objective: Establish a crisp, credible narrative that resonates with investors, potential partners, and media.

Key Activities:

- Facilitate leadership interviews or workshops to align on strategic priorities, pipeline positioning, and company vision.
- Translate complex science and data into clear, compelling proof points.
- Pressure test messaging against what investors and analysts expect to hear at JPM.
- Develop topline talking points, including a 30-second elevator pitch, that can flex across audiences.

PHASE 2: INVESTOR DECK OPTIMIZATION

Objective: Create a polished, persuasive investor deck that tells your story with clarity and impact.

Key Activities:

- Audit existing materials to identify gaps, redundancies, and missed opportunities.
- Rebuild deck structure for logical flow: market landscape, problem statement, solution, differentiators, clinical milestones, financials, and team.
- Strengthen visuals to simplify complex concepts (e.g., pipeline charts, trial timelines, market opportunity graphics).
- Ensure consistent tone and alignment with refined company messaging..

PHASE 3: PRESENTATION PREP

Objective: Equip executives to deliver with confidence in every JPM setting — from formal presentations to informal networking.

Key Activities:

- Provide coaching sessions for key spokespeople, focusing on delivery, Q&A handling, and body language.
- Simulate high-stakes scenarios, including investor 1:1s, analyst meetings, and spontaneous corridor conversations.
- Develop quick-hit tools, such as an “elevator pitch pocket card,” to keep leaders consistent and prepared.
- Offer follow-up rehearsal sessions and ongoing feedback in the weeks leading up to JPM.

PHASE 4: MEDIA STRATEGY

Objective: Ensure company announcements at JPM reach the right audiences and extend visibility beyond the conference.

Key Activities:

- Assess whether milestones (funding, partnerships, data updates, leadership news) are JPM-ready.
- Build a communications plan with recommended timing, messaging, and channel mix for news releases.
- Draft press releases, FAQs, and media briefing documents.
- Conduct targeted outreach to priority reporters and outlets ahead of the meeting.
- Provide onsite support and rapid-response media counsel during JPM.
- Develop post-conference amplification tactics to keep momentum going.



SPECTRUM SCIENCE