

MAPS Virtual Focus Group

Tentative Date: Friday, November 14, 2025

Goals and Objectives:

Evaluate Membership Value Perception/Onboarding

- Identify gaps in the MAPS membership value proposition/onboarding that may limit engagement.
- Understand how current members perceive the benefits vs. the reality of MAPS offerings.

Assess Awareness and Utilization of Resources

- Determine whether members are aware of key MAPS resources, tools, and programs.
- Explore how often and in what ways members use the MAPS website, eCademy, mentorship, events, and other resources.

Understand Member Needs and Pain Points

- What are the most pressing challenges facing Medical Affairs professionals today.
- Compare needs across career stages (early-career, mid-level, senior leaders) and skillsets to identify priority areas for support.

Identify Opportunities for Deeper Engagement

- Explore what motivates members to interact with MAPS resources.
- Discover what types of learning, networking, or tools would drive stronger participation and retention.

Gather Feedback to Inform Strategy

- Capture member suggestions on how MAPS can evolve its education, events, and community offerings.
- Use findings to shape a roadmap for enhancing member value and strengthening global impact.

Pre-planning:

Time Before	Activities / Tasks	Responsible Parties	Notes
4 weeks	Define the target participant profile: number of participants, diversity (region, level of experience, role, therapeutic area)	Jason, Craig	3 focus groups based on newly created personas (Aspiring Professionals, Established Professionals, Executive Thought Leaders). Each of the 3 groups should include 5-7 members.
4 weeks	Craft discussion guide (questions, sequence, prompts)	Jason, Craig	Include both open-ended and probing questions. Pilot test internally with staff.
4 weeks	Choose date/time(s) and platform (Zoom, Teams, etc.)	Jason, Craig	Consider time zones (global participation) — maybe pick a time that's reasonable for most.
3-4 weeks	Send invitations and recruit participants	Craig (Jason to pull members)	Offer incentive. 20% Off the Standard Member Rate (\$2,250 - \$450 savings = \$1,800) <i>PLUS</i> get one night at the Hyatt Hotel FREE.
2 weeks	Prepare moderator(s) and note-taker(s)	Jason, Craig	Assign a skilled moderator who can encourage participation; someone to handle tech/logistics.
1 week	Send confirmation email to participants with logistics, what to expect, any pre-work	Craig	Pre-work might include short survey or thinking exercises.
1 week	Test platform (audio/video sharing, recording, breakouts if needed)	Jason, Craig	Ensure recording works, consent is handled, backup plan (if someone can't connect).

Focus Group Structure (1 hour):

Here's a suggested flow for the 60 minutes:

Time	Segment	Purpose / What to Cover	Moderator Guide Notes
0–5 min	Welcome and Introductions	Thank participants; explain purpose; ground rules (confidentiality, speaking one at a time, honesty, no wrong answers). Also, logistics (mute/unmute, chat, recording, how to signal wanting to speak).	Moderator introduces self and note-taker; perhaps have each participant briefly say name, role, location, how long with MAPS.
5–10 min	Ice-breaker or Warm-up	Simple question to get people talking, comfortable. E.g. “What is one recent educational or informational resource from MAPS (or elsewhere) that you found particularly helpful — and why?”	Helps reveal what people value, without jumping straight into critique.
10–25 min	Needs and Gaps – Content and Topics	Explore what content/topics are most needed. What subjects are missing? Which are less relevant? What levels of depth (introductory, intermediate, advanced)? What formats (webinars, courses, workshops, publications, toolkits)?	Use probes: field, career stage, specialty vs. general MAPS member. Ask for specific examples.
25–40 min	Formats, Delivery and Access	How do people prefer to receive info/education: live vs on-demand, synchronous vs asynchronous, small vs large group, mobile access, interactive vs passive. Preferences for length, frequency. Barriers: time, cost, platform challenges, language, relevance.	Maybe present a few format options and ask ranking or trade-offs. For example: “Would you prefer a 1-hour webinar every month, vs a 30 min video series weekly, vs a longer course quarterly?”
40–50 min	Support and Resource Needs	Beyond content: what resources/support do they need? e.g. mentoring / peer networks; templates or tools; community forums; credentialing; continuing	Probe for actionable, concrete suggestions. Which existing resources are under-utilized / need improvement?

Time	Segment	Purpose / What to Cover	Moderator Guide Notes
		education credits; region or language-specific support.	
50-58 min	Prioritization and Suggestions	Among all these needs, ask participants to prioritize what's most important (e.g. top three). Also invite their ideas/opinions for how MAPS could implement solutions.	Could use a virtual poll or ranking exercise. Also solicit ideas of pilot initiatives.
58-60 min	Wrap-up and Next Steps	Thank participants, explain how you will use the feedback, what follow-up (e.g. sharing summary, how to stay involved). Ask if anyone has final thoughts. Close session.	Possibly schedule follow-up if more detail needed. Make sure participants know they are valued.

Logistics / Tools:

- **Platform:** Zoom (or similar), with features: screen sharing, recording, chat, breakout rooms (if needed), polling (Jason will use his account).
- **Recording and transcription:** with participants' consent, so you can review.
- **Note-taking:** Assign at least one person to take detailed notes (including quotes).
- **Consent / confidentiality:** Prepare a consent script/slide; ensure participants agree to confidentiality / that feedback is anonymous.
- **Incentives:** 20% Off the Standard Member Rate (\$2,250 - \$450 savings = \$1,800) *PLUS* get one FREE night at the Hyatt Hotel.

Timeline (From Kickoff to Follow-up):

Day / Weeks Relative	What Happens
Week 4	Begin planning; define objectives; recruit moderator and team; set budget and incentives; design invitation materials.
Week 3	Finalize participant criteria; send invitations; open registration.
Week 2	Close recruitment; send confirmation emails / schedules. Distribute any pre-work or pre-reading (if applicable).
Week 1	Tech rehearsal; moderator prepping; discussion guide refined after possibly feedback.

Day / Weeks Relative	What Happens
Week 1	Reminder emails to participants with agenda, logistics. Confirm tech setup.
Day of Focus Group	Run session; record; collect poll / ranking data; send thanks email right after.
1-2 days after	Transcribe (if recorded); initial debrief among internal team; capture themes.
1 week after	Draft report / summary of findings; share with internal stakeholders.
2 weeks after	Send summary insights back to participants (if promised). Possibly invite to participate in implementing or reviewing proposed initiatives.

Sample Discussion Questions: (order to be determined)

- Is the value proposition with MAPS clear?**
 - Does the onboarding process explain how to maximize your membership benefits?
- How did you find out about Medical Affairs and its opportunities?**
 - What sparked your interest and motivated you to pursue a role in this area?
- What are the biggest professional challenges you personally face in your Medical Affairs role today?**
- In which areas do you feel you need more support or development?** (e.g., evidence generation, digital health, patient engagement, regulatory/health policy, data analytics)
- What kind of support or encouragement do you currently receive for your professional development?** (e.g., time for learning, funding for courses, access to mentorship, recognition for growth)
- How do you personally engage with MAPS resources?**
 - What has been helpful for you, and what hasn't met your needs?
- When it comes to learning, what types of formats work best for you?** (e.g., live webinars, self-paced courses, interactive workshops, hands-on labs), Why do these formats suit your learning style? Are you challenged for time?
- What are your preferences for content delivery?** (e.g., ideal length of sessions, frequency, level of depth, how interactive it should be)
- Do you find peer networking to be helpful in creating a support system?**
 - Is it more important for you to form connections rather than digesting content and taking courses?

10. **Are there any unique challenges or needs in your region or role that you think should be addressed?** (e.g., local regulations, language, access issues, junior vs senior experience)
11. **Beyond education, what types of resources or support would make a meaningful difference in your work?** (e.g., peer mentoring, templates, practical toolkits, case studies, networking opportunities)

Risks and Mitigation:

Risk	Mitigation
Low participation / no-shows	Over-invite a bit; send reminders; possibly provide incentives.
Time-zone conflicts leading to poor attendance from some regions	Survey participants' time-zones; pick time slots that optimize attendance; possibly run multiple small groups or offer alternative time.
Poor technology (audio/video issues)	Test in advance; have backup plan; provide instructions to participants ahead of time; ensure moderator knows how to troubleshoot.
Dominant participants or silence from others	Moderator training to ensure balanced participation; use of "round-robin" or going around; make use of chat or polling for quieter ones.
Off-topic drift	Use a detailed and structured discussion guide; have moderator gently steer back; time-keeping.