

The 2008 DTC National Conference Agenda

The Forum for DTC Thought Leaders

April 16 - 18, 2008
JW Marriott, Washington, DC

8:30 am to 12:00	<p>The DTC National Pre-Conference Workshops - Gold Pass Required</p> <p>The DTC National is proud to introduce a new pre-conference workshop format. Each workshop track focuses on a specific area of DTC marketing and will provide you with instant tools to improve your efforts in each. Interested in more than one topic? Your Conference Gold Pass does not just provide you access to one workshop, you will also receive the presentations from the two tracks you do not attend. Please click here for details on the workshops.</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="background-color: #d9ead3; padding: 5px;">DTC 2.0: 5 Trends To Capitalize On Now</td> <td style="background-color: #fff2cc; padding: 5px;">How To Improve Your Media Plan Efficiency And Stretch Your Dollar By 10% Tomorrow</td> <td style="background-color: #d9ead3; padding: 5px;">Innovations In Direct-To-Patient – Untapped Opportunities In Patient Education, Retention And Compliance</td> </tr> </table>	DTC 2.0: 5 Trends To Capitalize On Now	How To Improve Your Media Plan Efficiency And Stretch Your Dollar By 10% Tomorrow	Innovations In Direct-To-Patient – Untapped Opportunities In Patient Education, Retention And Compliance
DTC 2.0: 5 Trends To Capitalize On Now	How To Improve Your Media Plan Efficiency And Stretch Your Dollar By 10% Tomorrow	Innovations In Direct-To-Patient – Untapped Opportunities In Patient Education, Retention And Compliance		
12:00 to 1:00 pm	Gold Pass Attendee Luncheon			
DTC National Conference Main Agenda - Day 1, Wednesday, April 16, 2008				
1:00 pm to 1:15 pm	Welcome Remarks			
1:15 pm to 1:45 pm	<p>The Regulatory and Legislative Landscape in the 2008 Election Year Jim Davidson, President, Davidson and Company</p> <p>What are the legal and regulatory hurdles that are likely to arise from the results of the 2008 Election? Will recent outrage towards the industry turn into action? How can DTC Marketers best prepare for these likely outcomes? This session, led by DTC legislative expert Jim Davidson, will review the upcoming presidential and congressional elections through a DTC lens. Learn what may change in the healthcare landscape and how you can be involved in the process.</p>			
1:45 pm to 2:45 pm	<p>Marketing in an Era of Discontinuous Change Peter Sealey, Founder and CEO of The Sausalito Group, Adjunct Professor of Marketing at the Peter F. Drucker Graduate School of Management at the Claremont Graduate University</p> <p>Hear legendary marketer and strategy expert Peter Sealey sketch what lies ahead in terms of future trends in technology and marketing communications. Sealey will address four key topics:</p> <ol style="list-style-type: none"> 1. Discontinuous Change: What happens during these periods and lessons we can learn from the 			

	<p>past.</p> <p>2. Mega-Trends: The hugely important mega trends coming from this current period of discontinuous change and how they will affect our lives both professionally and personally.</p> <p>3. The Power Shift: Why and How the mega-trends have resulted in an enormous shift of power to the end user or consumer from the manufacturer and the distribution channel. How DTC Marketing is squarely in the middle of this phenomenon and what the outlook is.</p> <p>4. Future Trends in Media: How the media landscape is changing based on the mega-trends and how we need to adapt to that in our consumer communications.</p> <p>Peter Sealey was the President and COO of Coca-Cola Telecommunications and went on to become the first Global Marketing Director at The Coca-Cola Company, where he was responsible for the "Always Coca-Cola" campaign and the international introduction of Diet Coke into over 50 countries. Sealey was also the President of Marketing and Distribution at Columbia Pictures. A much sought-after advisor to senior business leaders, Sealey has served as a management consultant for, among others, AOL/Time-Warner, Google, Visa and UPS. His books, <i>Simplicity Marketing: End Brand Complexity, Clutter and Confusion</i> and <i>Not on My Watch: Hollywood vs. the Future</i>, have had a major impact on our understanding of marketing, business strategy and consumer behavior.</p>
<p>2:45 pm to 3:15 pm</p>	<p>DTC: Adapting in Our New Environment Jenny Alltoft, Vice President, Patient and Marketing Centers of Expertise, Worldwide Pharmaceutical Operations, Pfizer Inc.</p> <p>Over the past 10 years DTC has demonstrated benefit through motivating patients to seek diagnosis and treatment. But what does the future hold for DTC in today's environment of increasingly engaged and informed consumers? How can we build on the successes of the past decade, evolve for the future, and continue to deliver value to patients and public health?</p>
<p>3:15 pm to 4:00 pm</p>	<p>Networking Break</p>
<p>4:00 pm to 4:35 pm</p>	<p>What's Wrong with the American Healthcare System and How to Make it Right? John Abramson, M.D. Clinical Faculty, Harvard Medical School, Author "Overdosed America"</p> <p>Hear Dr. Abramson share his perspective on how DTC's role and reputation in the healthcare system. Dr. John Abramson served as a primary care doctor as part of the National Health Service Corps. He was a Robert Wood Johnson Fellow at Case Western Reserve University, studying research design, statistics, epidemiology, and health policy and then researching the health effects of enrolling a low-income urban population in an innovative health maintenance organization.</p>
<p>4:35 pm to 5:10 pm</p>	<p>In Defense of DTC & the Pharmaceutical Industry Thomas P Stossel, MD, Director of the Division of Translational Medicine Brigham & Women's Hospital and American Cancer Society Professor of Medicine at Harvard Medical School</p> <p>An articulate, erudite and outspoken advocate for the profit motive in medicine, Dr. Stossel highlights the benefits of the medicines developed by private industry that have delivered huge benefits in patient care. He argues that 'academic socialists and the conflict-of-interest vigilantes' are stifling innovation in medicine by exaggerating the fear that doctors who own patents or company stock will fabricate data.</p>

	Hear Stossel's views on DTC and his guidance for pharmaceutical companies.
5:10 pm to 5:30 pm	<p>A Point-Counterpoint Debate</p> <p>Thomas P Stossel, MD, Director of the Division of Translational Medicine Brigham & Women's Hospital and American Cancer Society Professor of Medicine at Harvard Medical School</p> <p>vs</p> <p>John Abramson, M.D. Clinical Faculty, Harvard Medical School, Author "Overdosed America"</p> <p><i>Moderated by Bob Ehrlich, CEO, DTC Perspectives</i></p>
5:30 pm to 7:30 pm	Welcome Cocktail Reception in Exhibit Hall
Day 2, Thursday, April 17, 2008	
8:30 am to 9:15 am	<p>Are You Ready to Compete with AETNA, Pepsi and Walmart? An Exploration of Macro Consumer Health Trends and Their Implications for DTC Marketers</p> <p>Steve Bodhaine, Group President, Yankelovich</p> <p>Learn how macro consumer health trends will impact DTC Marketers, and see pharma facing new competitors that will include employers, food manufacturers and retailers. How will successful marketers reach marketing resistant consumers? Will health become a consumer indulgence? How can marketers leverage the coming of the Health Mall? Learn how to market to the future consumer today from Steve Bodhaine a leading consumer trends and health expert. Bodhaine has counseled clients on the marketing impact of key social trends in America for the past 35 years. He has conducted substantial primary research for Yankelovich in the areas of new product development, branding and positioning, marketing and communications strategy. He has conducted qualitative and quantitative research among healthcare professionals, patients, policy makers, payers and the general public. Much of his work has explored the rational and emotional drivers of healthcare decision-making.</p>
9:15 am to 9:45 am	<p>Consumer Marketing 3.0</p> <p>Nancy Phelan, Executive Director, Consumer Communications and e-Marketing, Wyeth</p> <p>This discussion will focus on why patient and customer centricity matters and how to bring that focus to life in all aspects of consumer marketing. During a time of increasing out of pocket costs and economic strain, understanding and communicating with your customers in an authentic and valuable way is more important than ever. This discussion will include thoughts on current best practices as well as additional thought starters for improvements.</p>
9:45 am to 10:15 am	<p>DTC & Listenomics</p> <p>Bob Garfield, Author and Advertising Critic, Ad Age</p> <p>We know the traditional marketing model is broken and new media are exploding. But what are some concrete steps DTC Marketers can take now to successfully leverage the opportunities that Web 2.0 presents for pharmaceutical brands? This presentation by leading advertising authority Bob Garfield will provide specific recommendations in this regard. Garfield is a columnist, critic, essayist, pundit, international lecturer and inveterate broadcaster. His vision of media chaos are upon us and his address will provide guidance on how to grapple with these issues in the near term.</p>

<p>10:15 am to 11:00 am</p>	<p>Networking Break</p>
<p>11:00 am to 11:15 am</p>	<p>DTC National Television and Print Advertising Awards Screening Attendees will participate in selecting the Gold, Silver and Bronze winners of the DTC National Advertising Awards for TV and Print categories through an interactive voting system.</p>
<p>11:15 am to 11:45 am</p>	<p>Innovations in DTC Media: Experiments in Traditional and Non-Traditional Media Deborah Dick-Rath, former Executive Director, Consumer COE, Novartis As one of the key executives behind the ambitious consumer advertising efforts at Novartis, Deborah Dick-Rath has more than 20 years of experience in advertising and consumer marketing. In her role as the Executive Director, Consumer COE, Ms. Dick-Rath has most recently led innovation in both traditional and non-traditional media and will share her insights.</p>
<p>11:45 am to 12:30 pm</p>	<p>Prescriptions for Improving Digital DTC Advertising Effectiveness Doug Zabor, Executive Vice President, Phoenix Healthcare (formerly JZM, Inc.) Beth Allan, President, Communications & Brand Analytics Division, Phoenix Marketing International What makes digital advertising effective? New benchmarks have been established to allow advertisers to correctly measure the effectiveness of digital/online advertising. See current examples of what works & what doesn't from the cholesterol category and non-pharma categories, as well as a 360 view of how digital ads work best along with TV, Print and radio so you can improve your advertising effectiveness tomorrow.</p>
<p>12:30 pm to 1:30 pm</p>	<p>Networking Luncheon</p>
<p>1:30 pm to 2:15 pm</p>	<p>"LIES, DAMN LIES and the INTERNET" Bill Drummy, CEO Heartbeat Digital 200 million Americans are online looking for health information. So why can't anyone tell me how to reach them? In this provocative presentation, Heartbeat CEO Bill Drummy uses real world pharma examples to explain how the numbers have been bent, folded and spindled to keep you in the dark. Learn how to reach a mass audience online efficiently and effectively from Pharmaceutical Digital Marketing expert Bill Drummy.</p>
<p>2:15 pm to 3:15 pm</p>	<p>Market Research Symposium Hear leading Market Researchers unveil key findings from the most recent studies, including:</p> <ul style="list-style-type: none"> - The End of TV As We Know It and What To Do About It? JP Beauchamp, SVP Testing and Media Sources, IRI - Achieving Motivating Messages: The Power of Numbers Wes Michael, Executive VP, TNS HealthCare - Latest ROI findings: by Category and by Medium David Gascoigne, Vice President, Global Promotion Management, IMS

	<p>Health - New Advertising Formats to Engage Viewers Fariba Zamaniyan, SVP, Healthcare IAG Research</p>
3:15 pm to 4:00 pm	<p>Networking Break</p>
4:00 pm to 4:45 pm	<p>Brand Champions in the Digital Era - How to Shepherd Your Brand in the New World of Consumer Control Bill Schley, Co-Author <i>Why Johnny Can't Brand, Rediscovering the Lost Art of the Big Idea</i>; President, Chief Creative Officer, Co-Founder DavidID</p> <p>With the shift from manufacturer controlled corporate push communications to the advent of consumer generated media (blogs, wikis, internet forums) and an explosion of media channels and DVRs how can a marketer still be an effective brand champion? How do we stay compliant? How are smart marketers leveraging the opportunities offered while still building and protecting their greatest asset? What is the role of the big idea in this kind of consumer controlled environment? Gain insights from visionary branding authority Bill Schley. Prior to DavidID Bill was a creative Director at Ted Bates, New York where he won industry's Effie Award for sales-effective national advertising.</p>
4:45 pm to 5:30 pm	<p>Moderated Discussion - Are You Wasting 20% of Your Media Budget?</p> <p>DTC Marketers have been sharply criticized for not reallocating a greater portion of their budgets – approximately 20% – to new media. A moderated point-counter-point discussion will illuminate the keys issues and decision making criteria for determining a brands media mix, and considerations for the future.</p> <p>Expert participants include:</p> <ul style="list-style-type: none"> - Moderator: Paul Silverman, Director of Media Services, Novartis - Peter Knobloch, CEO, RJ Palmer - Bob Brooks, former Director, Integrated Marketing & Media Solutions, GlaxoSmithKline - David Hallerman, Senior Analyst, Online advertising, eMarketer - Mark Bard President, Manhattan Research
5:30 pm to 7:30 pm	<p>Networking Cocktail Reception</p>
7:30 pm to 9:30 pm	<p>DTC Advertising Awards Dinner</p> <p>The DTC National Advertising Awards are designed to honor excellence in DTC creative based on independent judging of the campaign creative. Each campaign is judged against campaigns run within the same medium (TV, print, online etc.) The Advertising Awards Dinner is an exciting industry event, sponsored by RealAge. Gold, Silver and Bronze Winners are announced live and awards are presented to brand and agency team members.</p>
	<p style="text-align: center;">Day 3, Friday, April 18, 2008</p>
8:30 am	<p>FDA's DDMAC Research Presentation and Q&A</p>

<p>to 9:30 am</p>	<p>Kristin Davis, Deputy Director Marci Kiester, Group Leader Amie O'Donoghue, Research Team</p> <p>Hear DDMAC Team members provide updates on key issues and DDMAC research in addition to fielding audience Q&A.</p>
<p>9:30 am to 10:00 am</p>	<p>Search from the Inside Out – Building an Effective Enterprise Scale Search Marketing Program Bill Hunt, CEO, Global Strategies International</p> <p>Search Marketing offers pharmaceutical brands a compelling opportunity to engage with prospects that are actively seeking information about a health condition. This presentation will use specific examples from research done in a prominent DTC category to help you understand how to quantify the opportunity available through search. We'll look at how search data informs website information architecture and content development, which ultimately leads to the authority necessary to rank well for competitive search terms. In addition, you'll learn that search marketing in large companies is a process and knowledge problem, not a resource problem. You will learn how a successful search marketing program engages key stakeholders in all aspects of web development and marketing, not just the people who run the web site.</p>
<p>10:00 am to 10:30 am</p>	<p>The Online Video Opportunity: Achieving Results for Your Brand - A Multimedia, Audience Q & A Presentation Sean Moloney, Co-founder/Executive Producer, Dramatic Health, Inc</p> <p>DTC Marketers need to understand the role of online video in building brands educating healthcare audiences, and delivering results. This presentation will "use the medium to teach the medium" via a series of short video episodes comprised of emerging "best practice" online video strategies, interviews with healthcare audiences, and interviews with the innovative brand directors including senior marketers of Sanofi-Aventis, AstraZeneca and several leading physicians from America's most renown medical colleges and hospital systems who have become recognized as front runners in new media content and distribution. Learn about how to lead new media strategies, the creative "docudrama" talents and productive formats that maximize the opportunity, program KPIs', multicultural formats, and new opportunities with leading health and video portals. Critical to all innovations, this presentation will address the regulatory environment challenges, and review ways to partner with FDA/DDMAC on this opportunity.</p>
<p>10:30 am to 10:45 am</p>	<p>Networking Break</p>
<p>10:45 am to 11:30 am</p>	<p>Marketing's Inconvenient Truth - Research on \$1B in Ad Spend Demonstrates Major Ad Failure Rate Greg Stuart, Co-Author <i>What Sticks: Why Most Advertising Fails and How to Make Sure Yours Succeeds</i>, Former CEO IAB</p> <p>Advertising insider Greg Stuart, via research against a billion in Ad Spending, has discovered that the fundamentals and foundation of advertising are deeply flawed and failing. There are lots of reasons why this happens but most important, what can you do about it? This session will outline what you can do starting tomorrow to address the incredibly high rate of failure found in 30 ad campaigns from</p>

	AstraZeneca, Ford, P&G, Kraft, ING and two dozen others. Learn how to address these crucial issues in your advertising plans to insure they succeed, otherwise advertising now or in future, on TV or the Internet or Mobile, will continue to fail.
11:30 am to 12:00	Tim Murphy, Senior Vice President of Account Management, MMA Tim Murphy develops and refines MMA's analytical techniques. Before joining MMA, Tim was with Information Resources, Inc. as the Director of the Analytical Consulting Group (ACG) for the Northeast region. He began his career in marketing with Young & Rubicam in Chicago where he was responsible for the quantitative analysis of market and consumer behavior. Tim holds an M.A. and Ph.D. in Experimental Psychology from the University of Illinois at Urbana-Champaign and a B.A. in Psychology from St. Michael's College.
12:00 to 12:30 pm	5 Issues in 30 Minutes Top 25 DTC Marketers Panel Members of the Top 25 DTC Marketers share their views on the crucial issues facing DTC Marketers, and their key conference learning.
12:30 to 2:00 pm	Top 25 DTC Marketers Luncheon The Top 25 Marketers of the Year Award is designed to recognize individual achievement, innovation, branding success and influence in our young industry as well as the individual DTC marketers behind the most successful campaigns. These individuals lead the way at pharmaceutical companies of all sizes. Each Top 25 Marketer is individually awarded and recognized at this awards luncheon, sponsored by PARADE.