

# The DTC National Conference Agenda, April 15 – 17, 2009

## J.W. Marriott, Washington D.C.

Day 1 - Wednesday, April 15, 2009	
<b>9:00am - 12:00</b>	<p><b>"Get Results While Doing More with Less - Real Answers from the Digital World" A Pre-Conference Workshop - Gold Pass Attendees Only</b></p> <p><i>The pre-conference workshop is open to gold pass attendees only.</i></p>
<b>Main Conference Agenda</b>	
<b>1:00pm</b>	<b>Conference Welcome and Opening Remarks</b>
<b>1:05 -1:20</b>	<p><b>The Big Picture: Where DTC Fits in the New Political &amp; Economic Environments</b>  <b>Moderators: Mark Tosh, Editor-in-Chief, DTC Perspectives</b></p> <p>With new leadership taking charge in Washington, pharmaceutical company marketers face a new era of regulation, review and, possibly, restriction. And with budgets shrinking, the imperative is to do more, with less. How did the industry get into this difficult position and what can marketers do to improve industry perception overall and DTC in particular? This opening segment, featuring commentary from executives closely involved with DTC issues, will set the stage for the key topics that dominate discussion at the DTC National Conference.</p>
<b>1:20 - 1:30</b>	<p><b>Where Should We Go From Here? Predictions and Advice for the Future</b>  <b>Bob Ehrlich, CEO, DTC Perspectives, Inc.</b></p> <p>Don't miss a rare opportunity to hear from DTC Perspectives, Inc. founder Bob Ehrlich on what all the latest crises, criticisms and cuts really mean for DTC Marketing. Writer of the weekly e-column <i>DTC in Perspective</i>, he is widely acknowledged as the authority on DTC trends and strategic consumer marketing. As the author of the original Lipitor DTC campaign and consumer marketing veteran, Bob will share his expert interpretation of what insiders are saying and what you should be doing to prepare for the future.</p>
<b>1:30 - 2:00</b>	<p><b>Health's Online Tipping Point</b>  <b>Steve Case, co-founder of AOL, board member of Everyday Health</b></p> <p>As the co-founder of AOL, and the founder of Revolution Health, Steve Case pioneered the way consumers communicate, learn and conduct business. Now a board member of Everyday Health, the largest online consumer health property, Steve will share his take on today's digital health landscape and why delegates need to position themselves where consumers are making their healthcare decisions today.</p>
<b>2:00 - 2:30</b>	<p><b>The Marketers' Challenge – Effective Communication of Risks and Benefits in DTC Promotion</b>  <b>Paula Garrett, Brand Manager, Cialis, Eli Lilly</b>  <b>Melissa Barnes, Assistant General Counsel, Eli Lilly</b></p> <p>Over the past decade, DTC has proven to be an effective means for motivating patients to seek more information from their doctors on diagnosis and treatment. As engagement metrics slide, however, new DTC formats are coming to the fore. At the same time, consumers have become more active in managing their own healthcare. This means marketers today must be better prepared for communicating risks and benefits to these prospective patients to better engage them with the message about treatment options. The Eli Lilly presentation will provide insights on the research into risk-benefit communication and discuss the implications for DTC's future.</p>
<b>2:30 - 3:00</b>	<p><b>Health Care in America: Improving Access, Value and Delivery</b>  <b>William D. Novelli, CEO, AARP</b></p> <p>As the CEO of AARP, William D. Novelli represents the concerns and opinions of over 40 million people age 50 and older. Mr. Novelli is a recognized leader in social marketing and social change, and has managed programs in cancer control, diet and nutrition, cardiovascular health, reproductive health, infant survival, pay increases for educators, charitable giving and other programs in the U.S.</p>

	and the developing world. This address will help delegates better understand how to approach the important market segment represented by AARP in an impactful and successful way.
<b>3:00 - 3:45</b>	<b>Networking Break</b>
<b>3:45 - 4:30</b>	<p><b>The New FDA: Regulatory Outlook for 2009 and Beyond - Understanding the Impact on Drug Marketing</b>  <b>Mike McCaughan, Senior Editor, Elsevier</b></p> <p>New authorities, new resources and new leadership mean a transformation in how the Food &amp; Drug Administration regulates new products—both in serving as the gatekeeper in allowing marketing in the first place, and in asserting a greater role over appropriate use in the marketplace. What will the new FDA mean for prescription drug marketing?</p>
<b>4:30 - 5:00</b>	<p><b>The Obama Impact: How Will the New Administration Affect DTC?</b>  <b>Jim Davidson, Chair, Public Policy Group, Polsinelli Shugart PC</b></p> <p>What is the real impact of the 2008 election on DTC advertising? How will the new administration approach healthcare reform and how could it change our industry? Will early posturing from a stronger Democratic Congress result in new tougher legislation on DTC? Legislative Expert Jim Davidson will review what's really happening in Washington and help the DTC industry best prepare for likely outcomes. Learn what may change in the healthcare landscape and what you can do in response.</p>
<b>5:00 - 5:30</b>	<p><b>Thoughts on the Future – An Insiders' View of The New Political Landscape for DTC</b>  <b>Panelists to include: John Kamp, executive director of the Coalition for Healthcare Communication; Mark Senak, Senior Vice President, Fleishman-Hillard and author of the blog Eye on FDA; and Marci Hanlon, Director Orencia Consumer Marketing, Bristol-Myers Squibb</b></p> <p>An insiders' panel discussion on the state of DTC advertising, the hot-button issues among legislators and whether industry efforts at self-regulation can be successful in this new era of heightened sensitivity and scrutiny of pharmaceutical marketing. What can pharma marketers reasonably be expected to do in the effort to enhance consumer promotion? What may happen at the FDA and in Congress and how should marketers prepare for moving forward under the new Washington environment?</p>
<b>5:30 - 7:30</b>	<b>Opening Networking Reception</b>
<b>Day Two - Thursday, April 16, 2009</b>	
<b>8:30 - 9:00</b>	<p><b>Getting Personal: How Online Consumer Behavior, Engagement and Trackable ROI Are Changing DTC Advertising</b>  <b>Christopher Schroeder, CEO, The HealthCentral Network</b></p> <p>With Obama, Waxman and Daschle in office, DTC may be a focus of stricter regulation, with possibilities of pre-approval from the FDA and designated waiting periods after a drug is approved for DTC advertising. Yet, the 145 million-plus health seekers who look online for information, support and community will take control of their information flow and decision-making like never before -- and the marketers who know them best will benefit. The result is that the industry will shift toward enhanced DTC marketing, choosing to know more about their customers and developing relationships with new consumers. Online veteran and HealthCentral CEO Christopher Schroeder discusses the shift in health information needs and concerns and how that informs online marketing.</p>
<b>9:00 - 9:30</b>	<b>Keynote Address - Stay Tuned for the Guest Speaker</b>
<b>9:30 - 10:00</b>	<p><b>Is Your Brand on the Bubble? Understanding, Protecting and Creating Value for Pharmaceutical Brands</b>  <b>John Gerzema, Y&amp;R Group's Chief Insights Officer and co-author of "The Brand Bubble"</b></p> <p>A new bubble – twice the size of the subprime mortgage market – is looming: the brand bubble. Based on a decade of data from the brand study, "BrandAsset® Valuator," a new book coauthored by John Gerzema presents credible evidence that businesses think brands are worth more than consumers do. Pharmaceutical brands face an intensified challenge given the unique dynamics of the</p>

	Rx marketplace. Gerzema will present an overview of the BAV learnings that are the basis for the book, explain the unique approach required for pharmaceutical brand-building and suggest principles for Rx marketers who want to maximize consumer value and avoid the brand bubble.
<b>10:00 - 10:45</b>	<b>Networking Break</b>
<b>10:45 - 11:00</b>	<b>Advertising Awards Judging for TV &amp; Print</b>
<b>11:00 - 11:30</b>	<p><b>How New Media Changes Pharmaceutical DTC Advertising</b>  <b>Meredith Abreu Ressi, Vice President of Research, Manhattan Research</b>  <b>Jeff Hitchcock, the President and Founder of Children with Diabetes, a Johnson &amp; Johnson Company</b></p> <p>There are several factors shaping the direction of DTC marketing. See examples of how use of new media across various therapeutic categories can significantly affect consumers' online health activities and behavior, including some real-life lessons learned from an innovative pharmaceutical social media case study by Johnson &amp; Johnson.</p>
<b>11:30 - 12:00</b>	<p><b>Playing the Media Mix</b>  <b>Panelists:</b>  - Michael Boken, Senior Product Director, Vyvance, Shire  - Erric Byrd, Marketing Manager, Sanofi-Aventis  - Lyndi Hirsch, Group Product Manager, Rituxan Immunology, Genentech  <b>Moderated by: Dorothy E. Kelly Gemmell Senior Vice President, Pharmaceutical and Medical Device Markets, WebMD</b></p> <p>A candid discussion and case-study type presentation featuring examples of true DTC cross-platform programs. Pharmaceutical marketing / brand executives will discuss how they integrated new and traditional media vehicles while dealing with regulatory implications. The panel will discuss best practices and innovative approaches to reach patients and caregivers in diverse condition areas.</p>
<b>12:00 - 12:30</b>	<p><b>ROI and Insights from the Top 25 DTC Advertisers of 2008</b>  <b>John Busbice, Principal, IMS Management Consulting</b></p> <p>What are the leading DTC advertisers earning in return for their investment? IMS Health will present its latest findings from analysis of the returns on the Top 25 DTC spenders of 2008. The 2007 ROIs will be compared and contrasted with the current results. In an era of budget restrictions, marketers need to better understand what DTC investments are returning to optimize spending across all forms of marketing. This presentation will provide evidence from the leading spenders and guidance for considering investment in DTC.</p>
<b>12:30 - 1:30</b>	<b>Lunch</b>
<b>1:30 - 2:15</b>	<p><b>Today's Rules of Digital Engagement</b>  <b>Mary Ann Belliveau, Industry Director, Health, Google</b>  <b>Matt McNally, SVP Media, Digitas Health</b></p> <p>As consumers / patients increasingly go online for personal, professional, information and entertainment purposes, marketers need to factor new rules for Web engagement into their thinking. The consumer Web and the businessWeb are longer trains running on separate tracks. This presentation will outline key tenets and case examples for how to succeed using today's digital Main Line – (1) Maximize your assets; (2) Get connected; (3) Get instrument-rated; (4) Look everywhere, (5) Be "open"-minded, and (6) Get ready for what's next.</p>
<b>2:15 - 2:45</b>	<p><b>Managing the Marketing Mix in a Recession</b>  <b>Sam Trujillo, Director, Consumer Marketing, Women's Healthcare Business Unit, Bayer</b></p> <p>Contrary to what many marketers believe, in times of recession some of the biggest opportunities arise for brand, media and marketing innovations. Learn from Sam Trujillo, a true marketing expert who's practicing what he preaches and find out about practical, immediately applicable tools you can use to bring your brand through the tough economic times unscathed.</p>

<b>2:45 - 3:15</b>	<p><b>Six Prescriptions for Healthier DTC Advertising</b>  <b>Dr. Michal Galin, SVP, MRI Starch</b>  Recent research shows DTC advertising ranks #55 out of 60 product categories in effectively grabbing consumer's attention through print advertising. During this talk MRI Starch, which has conducted advertising readership studies for 75 years, will illustrate which elements of print advertising best attract and hold reader attention.</p>
<b>3:15 - 4:00</b>	<b>Networking Break</b>
<b>4:00 - 4:30</b>	<p><b>Creating Effective Television DTC Ads – What Works and Why?</b>  <b>Moderated by: Bob Hogan , President, cognito! Communications</b>  With DTC budgets getting squeezed in this tough economic climate, marketers are under pressure to improve the returns generated from the millions of dollars allocated to television advertising each year. Get the insights on how to develop more impactful television advertising – what works and why with quantitative analysis – from this expert panel with years of experience in creating and analyzing ads. The session includes a review and breakdown of many widely broadcast DTC ads of the past few years.</p>
<b>4:30 - 5:00</b>	<p><b>New Findings on Programming and Audience Composition That Can Make Broadcast DTC More Effective</b>  <b>Fariba Zamaniyan, Senior Vice President, Healthcare, Nielsen IAG</b>  In a time of shrinking budgets and the movement to lower cost media, DTC marketers are being challenged more than ever to maximize the ROI of their TV advertising investment. New syndicated research from Nielsen IAG will demonstrate how marketers can optimize their national TV campaign potential with the selection of programming that is not only optimal in GRPs, but also the most efficient in capturing viewer attention and dense with targeted patient populations to increase performance results. With the addition of these new tools, DTC marketers can measure the strength and impact of their advertising based on performance at the network and program level to make adjustments in the commercial inventory investment in real-time and in-preparation for new campaign launches.</p>
<b>5:00- 7:00</b>	<b>Networking Reception</b>
<b>7:00 - 9:00</b>	<p><b>DTC Advertising Awards Dinner</b>  The DTC National Advertising Awards honor excellence in DTC creative. Each campaign is judged by an independent expert panel against campaigns run within the same medium or context. 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>
<b>Day Three - Friday, April 17, 2009</b>	
<b>8:30 - 9:15</b>	<p><b>Reading Between the Lines: Implications of Regulatory Actions</b>  <b>Arnold I. Friede, counsel to the law firm of McDermott Will &amp; Emery</b>  <b>Ross Fetterolf, VP of Digital Strategy, Ignite Health</b>  The DDMAC division of the FDA issued 22 regulatory letters in 2008, including eight letters directed at various consumer promotional pieces. What prompted these letters, and what are the implications of these notices that marketers must factor into campaign planning in 2009. A panel of experts will look at the issues covered in the DDMAC actions and examine the implications for 2009 and the future.</p>
<b>9:15 - 9:45</b>	<p><b>Updates and Research from FDA's DDMAC</b>  <b>Kristin Davis, Deputy Director</b>  <b>Marci Kiester, Group Leader</b>  <b>Amie O'Donoghue, Research Team</b>  Hear DDMAC Team members provide updates on key issues and research from FDA's DDMAC.</p>
<b>9:45 - 10:15</b>	<p><b>Delegate Q&amp;A with DDMAC Representatives</b>  Attendees won't want to miss this unique opportunity for an extended Q&amp;A period with DDMAC representatives. Find out the answers to your toughest and most urgent questions on guideline meanings and maximizing efficiency in working with DDMAC.</p>

<p><b>9:45 - 10:15</b></p>	<p><b>The Ambien CR “Rooster” Campaign – A Wake-Up Call for a New Style of DTC</b>  <b>Jean-Luc Pilon, Senior Director, Consumer Marketing, Sanofi-Aventis</b></p> <p>The Silence Your Rooster unbranded campaign for Ambien CR is “a standout example of the direction in which DTC marketing should be going – toward intriguing advertising integrated with Web-based interactivity that tells a brand story in an unconventional way,” according to a recent advertising review. The unbranded introduction to the campaign was subsequently linked to a branded, 60-second spot that featured the rooster in a city setting. This campaign was not only engaging, it produced significant results for the brand. Hear the details on this innovative campaign from senior director of consumer marketing, Jean-Luc Pilon.</p>
<p><b>10:45 - 11:00</b></p>	<p><b>Networking Break</b></p>
<p><b>11:00 - 11:30</b></p>	<p><b>Optimizing Brand and Patient Engagement Across An Integrated Marketing Mix</b>  <b>Robert A. Griffith, Managing Director - DTC / Strategic Initiatives, Beacon Healthcare Communications</b>  <b>Aziz Mottiwala, Senior Product Manager, Allergan Consumer Marketing</b></p> <p>Marketers should always consider their marketing mix as a dynamic matrix. Brand teams need to ensure that their resources are allocated to the most effective marketing tools to drive and create patient acquisition and compliance. The demand for the integration of traditional and new technology solutions is critical to optimize the patient and brand engagement as marketing communication channels become more diverse. Through a case study, it will be demonstrated how a brand, constantly reevaluating their DTC and CRM marketing mix, was able to increase their sales ten-fold without a significant increase in spending.</p>
<p><b>11:30 - 12:00</b></p>	<p><b>A Strategic Game Plan for Effectively Using New “Health” Media</b>  <b>Melissa Clark, Director, Integrated Consumer Marketing, CV Franchise, Novartis</b>  <b>Sean Moloney, Co-Founder/Executive Producer, Dramatic Health</b></p> <p>There's a change in mindset among marketers as the promotional landscape undergoes a shift from advertising-driven to one in which marketers are positioning themselves as valued content producers in the new world of “health” media. This session will examine the accomplishments made in this “new media” landscape in 2008 and measure the success and impact of some of the innovative programs, including the “first-runners” among pharmaceutical companies using YouTube, Facebook, and other media options. Also includes a closer look at the role of the “support group,” and the ongoing revolution in patient-to-patient interactions using the new “health” media tools.</p>
<p><b>12:00 - 12:30</b></p>	<p><b>Top 25 DTC Marketers Panel: 5 Issues in 30 Minutes</b>  <b>Moderator: Mark Tosh, Editor-in-Chief, DTC Perspectives</b>  <b>Panelists Include:</b>  <b>Amy West, Senior Marketing Manager, Pristiq, Wyeth Pharmaceuticals</b>  <b>Laurie Kowalevsky, DTC Manager, Eli Lilly and Company</b>  <b>Ingrid Nagy, Marketing Director, Plavix, Bristol-Myers Squibb</b></p> <p>Members of the Top 25 DTC Marketers discuss their views on the crucial issues facing DTC Marketers and share their key conference learning.</p>
<p><b>12:30 - 2:00</b></p>	<p><b>Top 25 Awards Luncheon</b></p> <p>The Top 25 Marketers of the Year Award recognizes individual achievement, innovation, branding success and influence in our 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.</p>
<p align="center"><b>Don't Miss the DTC National Conference</b>  <b>Register Now - The Forum for DTC Thought Leaders</b></p>	