



Dear DTC Marketer,

I am writing to invite you and your marketing team to participate in this year's DTC National Conference, April 15-17 at the J.W. Marriott Hotel in Washington, D.C. With the changes occurring this year in Washington under the new Obama Administration, this is a critical time for the pharmaceutical industry overall and consumer marketing in particular.

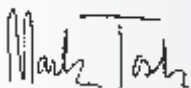
Our agenda in 2009 is designed to provide insights and analysis on the key issues that will affect DTC marketing in this new political environment.

Conference attendees will hear from the insiders who closely track the political winds on Capitol Hill, and the latest developments and policy changes at the FDA.

We also will hear from consumer marketers and market researchers about innovative use of media, the latest creative trends across a variety of media, return-on-investment of various major advertising campaigns and, perhaps most importantly in these tough economic times, how to get the most out of every marketing dollar.

We hope you can join us at the upcoming DTC National.

Sincerely,



Mark Tosh

# DTC

NATIONAL

## April 15-17 2009

### Don't Miss Insights Including:

- The Obama Administration's Impact on Pharma and DTC Marketing
- Doing More with Less – the Importance of Maximizing Limited Budget Dollars
- The Latest ROI Research from IMS Health and What It Means for Your Brand
- Optimizing Patient Engagement through an Integrated Marketing Mix
- DDMAC – An Update on Ongoing Guidance and Research plus Extended Delegate Q&A
- The Latest Research on Improving Print and Television Advertising – Practical Tools to Maximize Your Dollars

## What People are Saying About the DTC National

*"The changes we'll see in DTC over the next few years will be unexpected and disruptive. I look forward each year to attending the DTC National Conference as one way to ensure that I am thinking broadly about evolving trends in the pharmaceutical industry, media, technology and consumer behavior. No single company, brand team or individual has all of the answers."*

—Joe Shields, Product Director, ENBREL, Wyeth

*"I thought the DTC National was invaluable in providing a sober grounding in why the "new media" is so much more complex for the drug business than it is for the beer business."*

—Dale Taylor, President & CEO, Abelson Taylor

*"For me the DTC National is one of the best venues that allows DTC marketers and suppliers to learn from each other."*

—Jean-Luc Pilon, Sr Director of a Major Pharmaceutical Company

*"As a relatively new comer in DTC marketing, I benefit greatly by listening to the experiences and advice from many of the DTC veterans from other pharma firms as well as various vendors/agencies on the latest trends and their predictions about what the future might hold for DTC in pharma."*

—Marcus Chen, Global Brand Manager, Daiichi Sankyo, Inc.

*"I have enjoyed how this conference has evolved through the years. I always leave challenged with a new idea or a new strategy. It does a really good job of giving attendees very valuable and relevant content."*

—A Consumer Marketing Manager at a Major Pharmaceutical Company

Day 1 Wednesday, April 15, 2009

**9:00 – 12:00**      **Doing More with Less – Real Answers, A Pre-Conference Workshop – Gold Pass Only**  
*The pre-conference workshop is open to gold pass attendees only. Please see the DTC National website for more detailed information on the workshop content.*

**MAIN CONFERENCE AGENDA**

**1:00**                      **Conference Welcome and Opening Remarks**

**1:15 – 1:30**              **The Big Picture: Where DTC Fits in the New Political & Economic Environments**

**INTERACTIVE VIDEO SEGMENT**

Moderator: Mark Tosh, Editor-in-Chief, DTC Perspectives Inc.

What's ahead for DTC in the 2009 political environment? 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.

**1:30 – 2:00**              **Where Should We Go From Here? Predictions and Advice for the Future**



Bob Ehrlich, CEO, DTC Perspectives, Inc.

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 *DTC in Perspective*, 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.

**2:00 – 2:30**              **Taking a Closer Look at How to More Effectively Communicate Benefits and Risks in DTC Promotion**



Paula Garrett, Director, Consumer Marketing, Eli Lilly

Paula Garrett has been a driving force behind many successful DTC campaigns, including Cialis and Eli Lilly's Diabetes & Family Health business unit. Her work on Cialis has been recognized as one of the leading DTC efforts in the industry, so don't miss this opportunity to hear from a visionary DTC marketer as she discusses how to communicate with consumers more effectively about your brand.

**2:30 – 3:00**              **Health Care in America: Improving Access, Value and Delivery**



William D. Novelli, CEO, AARP

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. 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.

**3:00 – 3:45**              **Networking Break**

**3:45 – 4:30**              **The New FDA: Regulatory Outlook for 2009 and Beyond - Understanding the Impact on Drug Marketing**



Mike McCaughan, Senior Editor, Elsevier

New authorities, new resources and new leadership mean a transformation in how the Food & 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?

**4:30 – 5:00**              **The Obama Factor: How Will the New Administration Affect DTC?**



Jim Davidson, Chair, Public Policy Group, Polsinelli Shughart PC

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.

# DTC National 2009

5:00 – 5:30

## Thoughts on the Future – An Insiders' View of The New Political Landscape for DTC

### INSIDERS PANEL

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 Orenca Consumer Marketing, Bristol-Myers Squibb

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?

5:30 – 7:30

## Networking Reception

Day 2 Thursday, April 16, 2009

8:30 – 9:00

## Getting Personal: How Online Consumer Behavior, Engagement and Trackable ROI Are Changing DTC Advertising



Christopher Schroeder, CEO, The HealthCentral Network

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.

9:00 – 9:30

## Breaking Down the Barriers – Health Education and Advocacy

Keynote Speaker To Be Announced – please see website for updates

9:30 – 10:15

## Is Your Brand on the Bubble? Understanding, Protecting and Creating Value for Pharmaceutical Brands



John Gerzema, Y&R Group's Chief Insights Officer and co-author of "The Brand Bubble"

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 co-authored 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 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.



10:15 – 11:00

## Networking Break

11:00 – 11:15

## 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.

11:15 – 12:00

## How New Media Changes Pharmaceutical DTC Advertising

Meredith Abreu Ressi, Vice President of Research, Manhattan Research  
Joseph Natale, Vice President, New Media, Johnson & Johnson

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 & Johnson.



12:00 – 12:30

## ROI and Insights from the Top 25 DTC Advertisers of 2008



John Busbice, Principal, IMS Management Consulting

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.

12:30 – 1:30

## Lunch

1:30 – 2:15



**Today's Rules of Digital Engagement**

Mary Ann Belliveau, Industry Director, Health, Google  
 Matt McNally, SVP Media, Digitas Health

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 business Web are no 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.

2:15 – 2:45



**Managing the Marketing Mix in a Recession**

Sam Trujillo, Director, Consumer Marketing, Women's Healthcare Business Unit, Bayer

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.

2:45 – 3:15



**Six Prescriptions for Healthier DTC Advertising**

Dr. Michal Galin, SVP, MRI Starch

Recent research shows DTC advertising ranks #55 out of 60 product categories in effectively grabbing consumer's attention through print advertising. During this talk Dr. Galin of MRI Starch, which has conducted advertising readership studies for 75 years, will illustrate which elements of print advertising best attract and hold reader attention.

3:15 – 4:00

**Networking Break**

4:00 – 4:30

**Creating Effective Television DTC Ads – What Works and Why?**

Moderated by: Bob Hogan, President, cognito! Communications  
 Joined by individual research experts

**NEW RESEARCH ANALYSIS**

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.

4:30 – 5:00



**New Findings on Programming and Audience Composition That Can Make Broadcast DTC More Effective**

Fariba Zamaniyan, Senior Vice President, Healthcare, AC Nielsen

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.

5:00 – 7:00

**Networking Reception**

7:00 – 9:00

**DTC Advertising Awards Dinner**

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.

We Proudly Thank Our Underwriting Sponsors



And We Also Thank:



Sponsor of the Top 25 Marketers Award

**Day 3** Friday, April 17, 2009

**8:30 – 9:15**



## **Reading Between the Lines: Implications of Regulatory Actions**

Arnold Friede, Counsel to the law firm of McDermott Will & Emery

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. Mr. Friede, former attorney for Pfizer, will look at the issues covered in the DDMAC actions and examine the implications for 2009 and the future.

**9:15 – 9:45**

## **FDA's DDMAC Update and Research Presentation**

**9:45 – 10:15**

### **Delegate Q&A with DDMAC Representatives**



Kristin Davis, Deputy Director  
Marci Kiester, Group Leader  
Amie O'Donoghue, Research Team

First hear DDMAC Team members provide updates on key issues and research from FDA that may affect DTC guidelines. Then, attendees won't want to miss this unique opportunity for an extended Q&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.

**10:15 – 10:45**



## **The Ambien CR "Rooster" Campaign – A Wake-Up Call for a New Style of DTC**

Jean-Luc Pilon, Senior Director, Consumer Marketing, Sanofi-Aventis

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.

**10:45 – 11:00**

## **Networking Break**

**11:00 – 11:30**



## **Optimizing Brand and Patient Engagement Across An Integrated Marketing Mix**

Robert A. Griffith, Managing Director - DTC / Strategic Initiatives, Beacon Healthcare Communications  
Aziz Mottiwala, Senior Product Manager, Allergan Consumer Marketing

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.

**11:30 – 12:00**



## **A Strategic Game Plan for Effectively Using New "Health" Media**

Melissa Clark, Director, Integrated Consumer Marketing, CV Franchise, Novartis  
Sean Moloney, Co-Founder/Executive Producer, Dramatic Health

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.

**12:00 – 12:30**

## **LEADING MARKETERS PANEL**

### **Top 25 DTC Marketers Panel: 5 Issues in 30 Minutes**

Moderator: Mark Tosh, Editor-in-Chief, DTC Perspectives  
Individual Top 25 Panelists will be announced

Members of the Top 25 DTC Marketers discuss their views on the crucial issues facing DTC Marketers and share their key conference learning.

**12:30 – 2:00**

## **Top 25 Awards Luncheon**

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.



# WAYS TO REGISTER



Web: [www.dtcperspectives.com](http://www.dtcperspectives.com)  
under Conferences tab



Fax: 973-377-1106



Phone: 973-377-2106



Mail: DTC National c/o DTC Perspectives, Inc.  
30 Columbia Turnpike, Suite 205  
Florham Park, NJ 07932

Please provide the following information to register for the DTC National Conference April 15-17, 2009, Washington D.C.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address Line 1: \_\_\_\_\_

Address Line 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Registration Options:** Please check the box corresponding to the pass you want to register for.

## Best Value!

**GOLD PASS @ \$2,995:** Includes Full Conference Pass plus Pre Conference Workshop, One year full subscription to DTC INSIGHTS (12 issues), and specially produced Conference DVD documentation binder

**SILVER PASS @ \$2,595:** Includes Full Conference Pass, One year full subscription to DTC INSIGHTS (12 issues), and DTC National DVD

**REGULAR PASS @ \$2,195:** Includes Full Conference Pass and Conference documentation binder

I can't attend the DTC National Conference, but I would like to purchase the following:

- Materials CD \$295
- DVD \$395
- Both \$495** (Save \$195!)

**DVD (with streaming video) and CONFERENCE DOCUMENTATION MATERIALS CD:** If you are unable to attend the DTC National or would just like documentation of the conference, you can order your conference DVD and materials CD today. DVD features video coverage and electronic copies of all general presentations as provided to the DTC National. The DVD is available at \$395; the materials CD is available at \$295 or you may purchase both at \$495.

**Payment and Fees:** Send a check to DTC National or use AMEX, MasterCard or Visa. You can also fax card orders to 973-377-1106 or mail this form to DTC Perspectives, Inc. 30 Columbia Turnpike, Suite 205, Florham Park, NJ 07932

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**VENUE: J.W. Marriott Hotel • 1331 Pennsylvania Avenue • Washington D.C. 20004 • Tel: (202) 393-2000**

**The J.W. Marriott has reserved a limited number of rooms at a special cost of \$295 per night plus taxes.**

A separate reservation line and website has been created for DTC National attendees. Please call 800-266-9432 or visit <https://resweb.passkey.com/go/dtc2009>.

**Cancellation Policy:** Conference fees are fully refundable up to 60 days prior to conference start. Between 60 and 30 days prior to conference start, 75% is refundable. Within 30 days up to two weeks prior to conference start, 50% is refundable. Within two weeks, no refunds can be given. However, an attendee who cancels can transfer his/her registration to a colleague any time prior to the conference start. PLEASE NOTE: All hotel reservations require a one-night non-refundable deposit. This deposit is processed immediately and will not be refunded regardless of cancellation date.

There is no guarantee that all speakers will attend and DTC Perspectives, Inc. will make every effort to replace speakers who cancel with speakers of equal expertise. The [dtcperspectives.com](http://dtcperspectives.com) web site will have the updated agenda available at all times. DTC Perspectives, Inc. is not responsible for the opinions or comments of the speakers which are entirely their own, and speaker comments do not necessarily reflect the views of DTC Perspectives, Inc.

Videotaping, recording, and taking photographs of the speakers at the conference is prohibited unless prior approval is granted by DTC Perspectives, Inc. The press must receive prior approval of the speakers or attendees to quote their comments.

In the event of cancellation of this event, DTC Perspectives, Inc. is not responsible for non-refundable travel arrangements including air, hotel, or other travel costs made by the attendees.

# The Forum for DTC Thought Leaders



April 15-17, 2009

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

## Legislative Experts



**Mike McCaughan**  
Senior Editor, Elsevier

**Kristin Davis**  
Deputy Director, DDMAC



**Marci Kiester**  
Group Leader, DDMAC

**Amie O'Donoghue**  
Research Team, DDMAC

## Don't Miss Insights Including:

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- Doing More with Less – the Importance of Maximizing Limited Budget Dollars
- The Latest ROI Research from IMS Health and What It Means for Your Brand
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- DDMAC – An Update on Ongoing Guidance and Research plus Extended Delegate Q&A
- The Latest Research on Improving Print and Television Advertising – Practical Tools to Maximize Your Dollars

## Marketing Innovators



**Joseph Natale**  
Vice President, New Media  
Johnson & Johnson



**Paula Garrett**  
Director, Consumer Marketing,  
Eli Lilly



**John Gerzema**  
Y&R Group's Chief Insights  
Officer and co-author of  
"The Brand Bubble"



**Jean-Luc Pilon**  
Senior Director, Consumer  
Marketing, Sanofi-Aventis

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