

DTC National 2010 Conference Agenda – April 7 – 9, 2010

J.W. Marriott, Washington, DC

[To Register – Click Here](#)

8:30 am
to
12:30

Medical Device Marketing – Unique Challenges and Potential Pre-Conference Workshop – Open to Gold Pass Attendees Only

For the first time, the DTC National Conference is offering DTC marketers in the Medical Device field an opportunity to benefit from DTC National content geared specifically toward the unique challenges of advertising medical devices, surgical procedures and implantations to patients and caregivers. We invite you to attend this special session to discuss the latest issues and solutions.

DTC National Conference Main Agenda - Day 1, Wednesday, April 7, 2010

1:00 pm
to
1:15 pm

Opening Remarks

This important opening segment will provide perspective and background for the Conference presentations.

1:15 pm
to
2:00 pm

The State of DTC on Capitol Hill Jim Davidson, Chair, Public Policy Group, Polsinelli Shughart PC

How will the current status of Healthcare Reform impact DTC marketing and the pharmaceutical industry overall? Will a resolution on Healthcare Reform mean Congress does not pursue 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 still change in the healthcare landscape and what you can do in response.

2:00 pm
to
2:45 pm

What Is Real Healthcare Reform? Governor Howard Dean, former chair of the Democratic National Committee

Former Vermont Governor Howard Dean founded Democracy for America (DFA) in 2004 to build on the grassroots momentum for reform that his bid for the presidency sparked in 2004. The movement propelled DFA into a successful national organization committed to the "50 State Strategy" with more than 1 million members. In 2005, Governor Dean was elected to chair the Democratic National Committee (DNC) and from 2005–2009 he spearheaded the DNC's 50 State Strategy to support the base of the Democratic Party, setting up Democrats to take back Congress in 2006 and win the White House in 2008. Upon leaving the DNC early last year, Governor Dean has returned to DFA as a senior adviser on the issue of healthcare and he has become a leading commentator on the various reform proposals that moved through Congress in 2009.

2:45 pm
to
3:30 pm

Healthcare and Politics Panel: The Outlook for Reform's Impact on 2010 Elections Panelists Include: Governor Howard Dean; Jim Davidson, Chair, Public Policy Group at the Washington law firm Polsinelli Shughart PC

As America heads for a critical mid-term election in November 2010, what impact will the healthcare reform legislation have on the makeup of the House and Senate? We'll look ahead with a roundtable discussion among our expert panel, touching on topics including the Obama Administration, how policy changes might impact the pharmaceutical industry, and why is pharmaceutical marketing under fire on Capitol Hill.

3:30 pm
to
4:15 pm

Networking Break featuring an opportunity to meet Howard Dean

4:15 pm
to
4:45 pm

Pharmaceutical Marketer Keynote Speaker TBA

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| 4:45 pm to 5:30 pm | <p>An Interview with An Expert Steve Case, founder of AOL and Revolution Health Interviewed by DTC Perspectives CEO Bob Ehrlich</p> <p><i>Steve Case, a pioneer of Internet development, will have a Q&A on the future of Internet health and discuss how health reform will impact the use of the Web. In addition to questions posed by Bob Ehrlich, audience questions will be taken. Don't miss this chance to participate in an extended question and answer period with this unique leader in his field.</i></p> |
| 5:30 pm to 7:30 pm | <p>Welcome Cocktail Reception in Exhibit Hall</p> |
| DTC National Conference Day 2 - Thursday, April 8, 2010 | |
| 8:30 am to 9:00 am | <p>Writing on the Wall: Understanding the Impact that Social Marketing has in Driving a More Proactive and Engaged Patient Mark Miller, SVP, Strategic and Analytics Consulting Group, Epsilon</p> <p><i>Epsilon's Mark Miller will reveal the findings of a comprehensive study that assesses what social marketing activities (content and functionality) consumers value the most—and how pharma brands can leverage those activities to help improve patient health outcomes. The study will combine quantitative and qualitative consumer research with intelligence gathered by listening to the chatter of consumers participating in a number of notable pharma social marketing campaigns. The results will help pharma marketers develop social marketing strategies that deliver value to patients and brands alike. Find out what DTC marketers engaging in social marketing can do to fine tune their programs and tap into true consumer engagement.</i></p> |
| 9:00 am to 9:30 am | <p>The New Healthcare Landscape Chris Schroeder, CEO, HealthCentral Market Research Expert TBA</p> <p><i>Consumers are taking charge of their healthcare like never before. They are doing more research on treatment options before visiting their doctor, they are more closely monitoring their doctor's recommendations and they are consulting with friends and family to validate their decisions and to conduct further research. To discover more about the way consumers feel about their role in treatment, what healthcare options they value and how much control and choice they wish to have, DTC Perspectives has teamed with HealthCentral and a leading research company to survey a range of consumers about these issues and how they feel about healthcare, patient education and the role of the pharmaceutical company/Rx and OTC brands in their treatment. Findings from this research project will be disseminated for the first time at the DTC National 2010.</i></p> |
| 9:30 am to 10:00 am | <p>Decision Pathway Modeling – Understanding How Your Customers Get To Yes Tim Gamble, Global Market Analytics, Pfizer Inc. Mike Mabey, Account Executive, CMI Research</p> <p><i>Understanding the impact of marketing influencers on consumer and b-to-b decision-making in a complex purchasing environment is challenging. This session will show how Decision Pathway Modeling (DPM) helps understand the linkage among marketing investments, customer actions and purchasing decisions. It also will demonstrate the use of DPM to understand the impact of various DTC activities, market drivers and prioritization of resources; how firms can link consumer behaviors throughout the decision pathway to downstream metrics that are indicators of performance. In addition, the use of SEM to model decision pathways in the consumer environments will be discussed.</i></p> |
| 10:00 am to 10:45 am | <p>Networking Break</p> |
| 10:45 am to | <p>A Six Sigma Approach to Adapting to the Recent Changes in the DTC Regulatory Environment Amy Cowan, Head of Industry, Google</p> |

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| 11:30 am | <p>Sam Trujillo, Director of Consumer Marketing, Bayer HealthCare Pharmaceuticals <i>DTC marketing has always been difficult to understand for many in the corporate, government and private sectors. However, DTC marketing has flourished as a channel to communicate valuable information to consumers and as a vital part of the marketing mix. For DTC marketers, the business environment is quite a different today than it was two years ago. This presentation will examine the issuance of 14 warning letters in 2008 for the improper use of search ads. Presenters will review the process used for developing the first industry search ad to be approved for a black box product in this environment, offering a Six Sigma approach to moving forward in this environment.</i></p> |
| 11:30 am to 12:15 pm | <p>Pharmaceutical Case Study – Insights From the Innovative ADHD Campaign Tom Curatolo, Product Director, Vyvance Marketing, Shire U.S., Inc. <i>Tom Curatolo will provide insights and learning based on his efforts on the ADHD team at Shire. His recent DTC campaigns include a Public Service Announcement (PSA), a mobile adult ADHD self-screening initiative called the RoADHD TRIP, and a HealthTalker program that is designed to tap into the power of an advocate’s social network. All of these initiatives were designed to raise awareness of ADHD among the estimated 10 million adults in the U.S. believed to have the disorder. Prior to joining Shire, Curatolo worked in various sales, sales management and marketing positions of increasing responsibility at Johnson & Johnson.</i></p> |
| 12:15 pm to 1:15 pm | <p>Networking Luncheon</p> |
| 1:15 pm to 1:45 pm | <p>The “State of the State” of Pharmaceutical/Health-Care Advertising: Deployment of Experiential Marketing Methodology Erik Hauser, VP, Executive Creative Director, EURO RSCG and founder of The Experiential Marketing Forum <i>Consumers and brands live in a world where the marketing landscape is so rapidly evolving that this can only be viewed as a liminal period in advertising’s history. With new technologies and methodologies emerging daily, now more than ever, it is imperative for healthcare marketers to keep abreast of the new media landscape. It’s also critical for brands in the pharmaceutical/healthcare space to create positive brand experiences where and when their audiences will be most receptive to them - this requires a deep understanding of experiential marketing methodologies.</i></p> |
| 1:45 pm to 2:15 pm | <p>Pharmaceutical Case Study Richard Baron, Executive Director, Customer Development Marketing, Boehringer Ingelheim <i>A seasoned pharma marketer, Rich Baron has been with Boehringer Ingelheim for over 15 years. Since taking over Flomax, he and the team have recreated the TV creative to optimize consumer response and reshaped the media plan to capitalize on the optimal mix and timing for Flomax, raising consumer awareness of the brand to unprecedented levels and making it a household name and the focus of many Jay Leno’s “Tonight Show” monologues. Baron will share lessons learned from this major campaign.</i></p> |
| 2:15 pm to 2:45 pm | <p>The Video Consumer in 2010: How to Keep in Step With Consumers' Media Preferences Mike Bloxham, Director of Insight & Research, Ball State University <i>Mike Bloxham is the director of insight and research at Ball State University’s Center for Media Design, a research and development facility engaged in multidisciplinary, digital media research and content development projects that explore how digital technology will touch the way we live, learn, work and play. In his role as director, Bloxham led a pioneering study last year, the Video Consumer Mapping study, that dispelled several common notions about video media use by various age groups. In this presentation, he will update and expand upon this study’s findings and provide insights to pharma marketers on consumer use of media.</i></p> |
| 2:45 pm to 3:30 pm | <p>Networking Break</p> |

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| 3:30 pm to 3:45 pm | DTC National Television and Print Advertising Awards Screening <i>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.</i> |
| 3:45 pm to 4:15 pm | Optimizing the Performance and Efficiency of your Cross Platform Media Plan Howard Shimmel, SVP, Nielsen Product Leadership Fariba Zamaniyan, SVP, Nielsen IAG <i>For DTC marketers, the year's hot topics undoubtedly will include healthcare industry regulation and the recovery from the recession. Nielsen will provide insights that will help to frame how these challenges can be turned into opportunities for DTC marketers. We will provide category perspective on the advertising spending trends and patterns, reveal how DTC marketers can gain better insight into the media consumption habits of specific brand users and ailments on TV viewership, online streaming and cross platform usage and engagement that will allow for more precise and efficient targeting and share actionable media planning/ buying learning that other intensely regulated industries, like the Bev/Alcohol category, have implemented.</i> |
| 4:15 pm to 4:45 pm | Engagement, Utility and Brand Evangelism Bill Drummy, CEO, Heartbeat Digital <i>The path to successful patient communication is fracturing as the days of one-way brand communication (aka: advertising) are on life support. With the consumer in control and demanding utility, marketers are challenged to navigate the plethora of digital channel options. Heartbeat Digital CEO Bill Drummy, a thought-leader in the interactive marketing sector, will discuss how major brands are making smart choices in the new digital reality.</i> |
| 4:45 pm to 5:30 pm | Insights on Digital Health Care Innovations – Realizing the Potential Darrell West, Vice President and Director, Governance Studies, Brookings Institute and co-author of Digital Medicine: Health Care in the Internet Era <i>Despite this growth in volume of health information available online, physician access via email, and other digital innovations, the promise of e-health remains largely unfulfilled. Darrell West set out to investigate the factors limiting the ability of digital technology to remake health care. In the process of writing Digital Medicine, West studied the content of health care-related websites, sponsorship status, public usage, and the relationship between e-health utilization and attitudes about health care in America. West will provide insights on health care information innovation, what needs to happen to have the potential realized and what it could mean for DTC marketing.</i> |
| 5:30 pm to 7:30 pm | Networking Cocktail Reception |
| 7:30 pm to 9:00 pm | DTC Advertising Awards Dinner 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 HealthGrades. Gold, Silver and Bronze Winners are announced live and awards are presented to brand and agency team members. |
| DTC National Conference Day 3 - Friday, April 9, 2010 | |
| 8:30 am to 9:00 am | 10 Great Money-Saving Lessons from the Great Recession Mel Sokotch, author & consultant <i>As Rahm Emanuel said, "Never let a crisis go to waste." Accordingly, the great recession has caused many in our business to re-think how we spend our marketing dollars. Happily, important and efficient lessons learned have been at every step of the way. I'll walk through the process, from positioning to strategy to creative to campaign integration to media buying and point up--and illustrate with real-world examples—10 common sense lessons that saved money and worked well, if not better.</i> |

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| 9:00 am to 9:30 am | <p>Customer Experience in the Face of Diversity Andrew Bast, SVP and General Manager, Purple @ Epsilon Consumer Marketing Executive, Pharmaceutical Company (TBA) <i>Experience matters. And experience across multiple therapeutic disease states is a source of pride with pharma marketers. In this session, marketers discuss the importance of customer experience in multiple disease states with a diverse audience, with diverse needs and expectations. From the “traditional” gay white male or the African-American urban female with HIV to a newly retired woman suffering from high cholesterol in the Midwest – each requires customer experiences that are relevant and compelling. Addressing desired, but diverse brand experiences in disease states loaded with stigma, taboo, and fear makes for an insightful marketing story.</i></p> |
| 9:30 am to 10:00 am | <p>Pioneering Patient-Centric Marketing Integrating Digital POC Platforms Paul Stevenson, Senior Product Manager at Novo Nordisk Rishi Shah, CEO/Founder of ContextMedia/Diabetes Health Network <i>Creating a patient-centric marketing plan begins with helping patients when and where they're ready to learn. Point-of-care (POC) is a great place to start. In-office digital platforms are often talked about as targeted, high ROI marketing vehicles of the future but where do they fit into your plan? In this presentation, Paul Stevenson of Novo Nordisk and Rishi Shah of ContextMedia will survey the new landscape of this important channel by covering the evolution of POC opportunities as well as how to measure results and effectively engage patients at their doctor's office.</i></p> |
| 10:00 am to 10:45 am | <p>Networking Break</p> |
| 10:45 am to 12:00 | <p>FDA / DDMAC Regulatory Update Jean-Ah Kang, Special Assistant, Director's Office, DDMAC Robert Dean, Group Leader, DTC Review Group I, DDMAC Amie O'Donoghue, Research Team, DDMAC <i>Followed by open Q&A session</i></p> |
| 12:00 to 12:30 pm | <p>5 Issues in 30 Minutes Top 25 DTC Marketers Panel - Individual Panelists will be announced Members of the Top 25 DTC Marketers share their views on the crucial issues facing DTC Marketers, and their key conference learning.</p> |
| 12:30 to 2:00 pm | <p>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.</p> |
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