

DTC Reform & Refocus Conference
The Impact of Healthcare Reform and DTC Marketing
October 14-15, 2009
Westminster Hotel, Livingston NJ

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Day 1 - Wednesday, October 15, 2009

9:15am - 10:00	Welcome and Review of the Issues
Main Conference Agenda	
9:15 - 10:00am	Jim Davidson
10:00 - 10:45	Keynote Political Speaker, TBA
10:45 - 11:30	Networking Break
11:30 - 12:15	<p>Health Care Reform and Pharma: What's Changing and What Won't? Michael McCaughan, Senior Editor, <i>The RPM Report</i> A look at the key elements of the healthcare reform debate for pharmaceutical marketing. What legislative changes are coming? What regulatory and policy reactions will follow? And how will it affect the biopharma sector? Michael McCaughan, a senior editor of <i>The RPM Report</i>, will provide analysis and interpretation of the various healthcare reform proposals that are under discussion in Washington. He brings a unique point of view that comes from closely following the regulatory and policy developments affecting the pharmaceutical industry over the past two decades. Earlier in his career, he spent 15 years on the staff of "The Pink Sheet," including 10 years as Editor-In-Chief.</p>
12:15 - 1:00	<p>Engaging in Health in an Era of Reform: Insights from Edelman's Inaugural Health Engagement Barometer and 10th Trust Barometer Tish Van Dyke, General Manager, Health, Edelman Washington, D.C. Gary Karr, EVP, Health, Edelman The successful Obama campaign in 2008 engaged voters like none</p>

	<p>previous. And now his administration's top domestic priority is health care reform. The combination of effective political engagement and a focus on health care only raises the stakes for companies in the business of health, who have to now consider audiences as not just consumers, employees or purchasers, but as stakeholders who must feel a connection to the main enterprise. An effective public engagement program in the era of health care reform is absolutely critical as companies will increasingly find their business and public affairs interests linked.</p>
1:00 - 2:00	Lunch
2:00 - 2:45	<p>"Patient or Caregiver: A Dual Opportunity" Mary Ellen Carroll, Manager, Consumer Insights, CNS and Alzheimer's Franchises, Wyeth Pharmaceuticals Mary Ellen Carroll will address the emerging role of caregiver's within today's society and the opportunities facing pharmaceutical companies. Specifically, the importance of caregivers in supporting the health-challenged continues to grow as the incidence of debilitating and chronic disease states increase. Caregivers represent a dual opportunity ---"gatekeepers" for their patients and loved ones, as well as "patients" themselves. The discussion will highlight the opportunity for pharmaceutical firms to review their brand portfolio and determine where the cross marketing opportunities lie to market to this dual consumer as well as the health care provider.</p>
2:45 - 3:30	<p>DTCScape: A consumer-oriented framework to improve the chances of DTC success Kris Klein, Director, Client Consulting - Pharma Practice, Nielsen In an increasingly challenging pharmaceutical environment, significant pressure is being put on consumer marketing programs as manufacturers look to streamline costs. This combined with a challenging media environment has made flawless execution critical for DTC success. This discussion will examine historical information that reveals what dimensions have defined successful and failed campaigns. A methodology will then be suggested to demonstrate how these historical predictors can be applied to new campaigns before they ever air.</p>
3:30 - 4:00	Networking Break
4:00 - 4:30	<p>No Place For Ostriches Bill Drummy, CEO Heartbeat Digital</p>

	<p>It's time to take our heads out of the sand. The days of one-way brand communication (i.e. advertising) are over. Engagement, utility and brand evangelism are the secrets to success in the user-controlled world of Facebook and Twitter. See how some major brands have exploited the new digital realities. Digital expert Bill Drummy presents real-world examples showing how Bayer, J&J, Novo Nordisk, and UCB are racing ahead into the digital future.</p>
<p>4:30 - 5:00</p>	<p>Pioneering a patient-centric marketing plan that integrates new digital platforms Paul Stevenson, Senior Product Manager at Novo Nordisk and Rishi Shah, CEO/Founder of Diabetes Health Network Novo Nordisk hired Paul Stevenson to create and execute a strategy for patient marketing, a challenging mission at a company that had solely focused on professional marketing for decades. Novo Nordisk has since pioneered innovative campaigns in new areas such as point-of-care and social media, bringing significant gains in patient awareness. Regardless of the media channel, Paul Stevenson has always led by pushing the envelope in challenging times. In an era of uncertainty, Paul has a wealth of knowledge to share about how healthcare marketers can build a patient-focused marketing plan that integrates emerging digital media platforms.</p>
<p>5:00 - 5:30</p>	<p>Wrap Up Panel with Industry and Legislative Experts</p>
<p>Day Two - Thursday, October 15, 2009</p>	
<p>9:00 - 9:45</p>	<p>The Effective Use of Social Media in Pharma Ms. Lynn Crowe, Senior Product Manager of Diabetes Marketing, sanofi-aventis and Greg Kirsch—V.P. Creative Services, Intouch Solutions The question that's on every Pharma marketer's mind: "How can Pharma effectively use social media?" There are precious few examples of doing it "the right way". Yet since its launch in February 2009, the GoInsulin YouTube channel has been universally applauded by the industry, patients and the media alike. The GoInsulin YouTube channel is one of Pharma's first forays in this powerful emerging media. Hear from the team that built the channel from the ground-up ... the original game plan, the unexpected challenges, and the successes to date.</p>
<p>9:45 - 10:30</p>	<p>Why is Patient Adherence Like Wine? It Improves with Age. Paul Wilson, VP, Analytical Services, Catalina Health Resource This presentation will discuss factors other than basic demographics that can drive successful patient adherence programs. Ensuring patient adherence can play a significant role, in both maintaining</p>

	<p>pharmaceutical brand market shares and improving public health. Using a case study based on predictive modeling in the hypertension market, gain understanding of the drivers of patient adherence and how those drivers can be used to identify low adherence segments for patient education programs. Mr. Wilson will show how these results apply to other therapeutic areas and make recommendations on the most effective message content for both new and experienced patients.</p>
<p>10:30 - 11:15</p>	<p>Networking Break 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.</p>
<p>11:15 - 12:00</p>	<p>Rx Marketing Evolution: Engagement Trumps Interruption Joe Shields, Product Director, Wyeth and Kevin Nalty, Formerly of Merck and J&J, now Principal, Nalts Consulting While many have been waiting for years for a silver bullet to fundamentally and dramatically change the pharmaceutical manufacturers' business model in a single stroke, there have been quieter, subtler transformations underway that have mostly gone unnoticed. Initially set in motion by the Internet and other societal forces, change has been accelerating day by day and year by year. With social media, online video, smartphones and the like, we find ourselves now with few excuses to keep hanging onto the vine that got us where we are. It's time to let go of the past and grab on to the future of healthcare marketing.</p>
<p>12:00 - 12:45</p>	<p>Google & Digitas</p>
<p>12:45 - 1:30</p>	<p>Lunch</p>
<p>1:30 - 2:15</p>	<p>BUILDING THE ON-DEMAND BRAND: The 10 Rules to Digital Marketing Success In An Anytime, Everywhere World Rick Mathieson, Best Selling Author and Marketing Guru In this session, best-selling author Rick Mathieson offers attendees exclusive insights and inspiration from some of today's top marketers and thought leaders. A look at the lessons to be learned from some of the world's most successful digital marketing initiatives – and what they mean to DTC marketers. And a behind-the-scenes look at the 10 essential rules for digital marketing success in an anytime, everywhere world.</p>

<p>2:15 - 3:00</p>	<p>How Social Marketing Can Become Real for Pharma Michael Maher of Greater Than One and Mary Pietrowski of Hologic</p> <p>Many people and articles perpetuate the myth that pharma companies cannot and do not participate in social media marketing to consumers. While pharma companies may have proceeded more cautiously because of regulatory hurdles, nearly all are in the process of establishing pilot programs, mapping out acceptable regulatory processes, or have already launched innovative marketing initiatives. This presentation would debunk the myth that pharma companies cannot market with social media, explain the importance of why they should participate, map out how they can, show examples of compelling pharma social media marketing, and explore the future opportunities for the industry as it evolves in this area.</p>
<p>3:30 - 3:45</p>	<p>HealthiNation Panel</p> <p>This panel will include representatives from pharmaceutical companies who have already incorporated video into the consumer experience as well as a research firm and can answer questions about why consumers are interested in the video experience, such as: Why does it make sense to incorporate video into your DTC promotion strategy? How can you effectively manage fair balance and associated risk in video development? What type of video makes sense for the web? How is it the same as/different from TV? What do consumers really want from an online video experience?</p>
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