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THE FORUM FOR
DTC THOUGHT LEADERS

April 6-8
2011

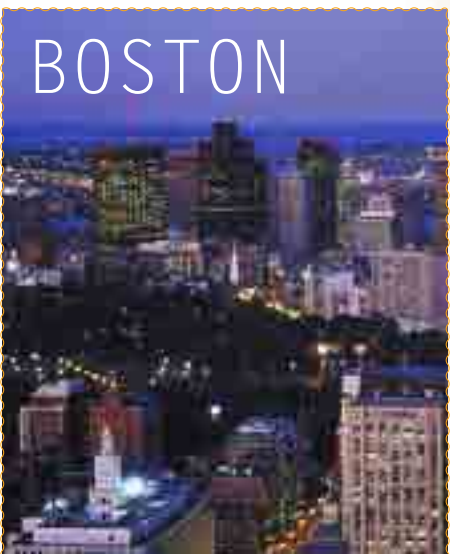
FOR
ALL DTC
THOUGHT
LEADERS

**DTC NATIONAL
CONFERENCE**

NEW LOCATION

UPDATED AGENDA

Marriott
Copley
Place



DTC NATIONAL 2011

DTC NATIONAL

April 6-8, 2011

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Dear DTC Marketer,

I am writing to encourage you and your marketing team to attend the DTC National Conference in April 2011. Once again, the DTC National will be the premier annual event for executives involved in any aspect of consumer marketing of prescription drugs and devices. The 2011 DTC National session promises to be more content-intensive and insightful than ever, with a wide array of keynote speakers, industry thought-leaders and exclusive marketing case studies featuring the efforts of leading brand-marketing teams.

The 2011 DTC National – which will be held on April 6–8 at the Marriott Copley Place in Boston – is a must-attend meeting for DTC marketers, ad agency executives and health media-owner representatives.

With the political landscape in Washington shifting as the Obama Administration hits the middle of its term, and the renewed focus in Washington on the rollout – or rollback – of Health Care Reform, there is now a wave of uncertainty among the leaders in the pharma industry over the direction DTC Marketing will take. DTC Marketers also are experiencing continued pressure to “do more with less” and, of course, play a role in improving patient health outcomes. And, the media environment continues to present new challenges for marketers, with a plethora of questions about digital and social media utilization by pharma and patients and how to most effectively utilize these new options.

To address this litany of challenges facing the 2011 DTC Marketer, we have assembled a lineup of speakers / experts who share our goal of providing answers and analysis of key creative and media-related topics, regulatory issues and challenges and the other internal and external pressures / trends that marketers must factor into their planning.

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, as well as a team of representatives from the DDMAC division of FDA. We also will hear from consumer marketers and market researchers about innovative use of media, return-on-investment (ROI) best practices, the latest creative trends across a variety of media and, perhaps most importantly in these tough economic times, how to get the most out of every marketing dollar.

We look forward to seeing you in Boston in what promises to be the most important DTC National Conference yet.

Sincerely,

Mark Tosh

Mark Tosh



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Pre-Conference Workshop Exclusively for Gold Pass Attendees

8:30 – 12:00, Day One, April 6, 2011



The DTC National Pre-Conference Workshop provides discerning attendees with the opportunity to critically evaluate the various targeted DTC marketing methods. Hear from experts on the latest innovations and opportunities in each market segment. Leave this intensive workshop with the necessary information to make key decisions impacting your brand.

Workshop segments include:

- Optimizing The Company Website
- The Use of Search
- Advertising on the Web/Mobile
- Point-of-care
- Direct Mail and Direct Response
- Multicultural

DAY 1 WEDNESDAY, APRIL 6, 2011

1:00 – 1:15 **Opening Remarks**

1:15 – 2:00 **Health Care Reform, FDA, & the Drug Industry**



Mike McCaughan and Ramsey Baghdadi, Principals, Prevision Policy

This session will focus on how health care reform and FDA will directly impact the biopharmaceutical industry in 2011. Year two of the legislation carries with it more upfront investment by drug companies but there are opportunities as well. But, for the drug industry, FDA is still the starting point. We'll discuss trends at the agency and the impact on new products.

2:00 – 2:45 **Facing the Challenges – Pharmaceutical Marketing in 2011**



Myrtle Potter, CEO, Myrtle Potter Media & Myrtle Potter and Company, Everyday Health Board of Directors, and former: President & COO Genentech, President BMS, VP Merck

Myrtle Potter is recognized as one of America's foremost healthcare leaders and innovators. She has dedicated three decades of service and leadership to America's most successful global healthcare companies. In this stimulating talk, Myrtle will share her views on what DTC marketers are facing in the new climate of growing consumer power and influence. With the rise of consumer influence and the changing healthcare environment, the marketing landscape must adapt. Ms. Potter will draw on her extensive background and offer a unique perspective to both challenge and inspire you to excel in 2011.

2:45 – 3:30 **Networking Break in the Exhibit Hall**

3:30 – 4:15 **Learning from the Past, Preparing for the Future**



Gov. Tommy Thompson, former Secretary of HHS under President Bush

Hear former Presidential candidate and former Secretary of Health and Human Services Tommy Thompson discuss his views of health care reform, the current state of the pharmaceutical industry and its standing in Washington, and how he expects new legislative efforts to play a key role in the future of pharmaceutical marketing.

4:15 – 5:00 **The Dark Side of Medicine**



Dr. Carl Elliott, Professor, University of Minnesota and Author, "White Coat, Black Hat: Adventures on the Dark Side of Medicine"

Conference chairman's note: The views that Dr. Carl Elliott will express during this presentation are provided as a means to allow attendees to better understand and / or debate the merits of the arguments posed by those commonly critical of pharmaceutical marketing or the pharmaceutical industry overall. As such, Dr. Elliott represents a common critical view of the health industry and attendees will have the opportunity to challenge, debate and refute those views at the conclusion of his presentation.

Medicine has always had its rogues and criminals, but they used to be few in number. Today deception has become so institutionalized in American medicine that many people do not even see it as a problem. A series of social and legislative changes have transformed American medical practice and clinical research into private, for-profit businesses, but they are still not regulated as businesses. The result is a system in which fakery and deception are not just tolerated, but rewarded.

5:00 – 6:30 **Opening Cocktail Party in the Exhibit Hall**

DTC NATIONAL 2011

DAY 2 THURSDAY, APRIL 7, 2011

9:00 – 9:45

10 Questions Every DTC Marketer Should Ask & Answer In The Age of Digital Media



Jerry Levin, former Chairman and CEO of AOL TimeWarner, Board Member, Organized Wisdom.com

Renowned media mogul Jerry Levin will give an exclusive presentation with essential insights for every DTC marketer navigating a digital world where the social graph has changed the game. This important and engaging talk will detail the most important questions every industry leader should ask and answer to best steward their brands in a profoundly new world.

9:45 – 10:30

The Five Biggest Lies in Social Media



Jamie Turner, Chief Content Officer of the 60 Second Marketer, Co-author of "How to Make Money with Social Media"

Is social media over-hyped? Yes, says Jamie Turner, the co-author of "How to Make Money with Social Media." But that doesn't mean it can't be a useful and effective tool. In this lively and informative talk, Jamie will discuss how to get past the Five Biggest Lies in Social Media and turn it into a viable, revenue-generating tool for your business.

10:30 – 11:15 **Networking Break in the Exhibit Hall**

11:15 – 11:45 **The Doctors - Medical Information through the Media Lens**



Dr. Lisa Masterson and Dr. Jim Sears, practicing physicians, are co-hosts of the 2010 Emmy-winning daytime syndicated talk show *The Doctors* and columnists for *USA WEEKEND*, a weekend newspaper magazine

As practicing physicians, hosts of the 2010 Emmy-winning daytime talk show *The Doctors*, and HealthSmart columnists for *USA WEEKEND*, Drs. Lisa Masterson and James Sears are on the frontlines daily, educating Americans via TV, print, online and in person. Hear how your DTC messages filter through the media to patients and ultimately to health professionals: How DTC ads translate into patients' expectations, how marketers can work better with physicians and the best ways to address top health concerns — sodium, childhood obesity, diabetes — of the new decade. Dr. Lisa Masterson specializes in obstetrics, gynecology, infertility, adolescent gynecology and family planning. Dr. Jim Sears is a board-certified pediatrician who shares a practice with his father and younger brother. Both will represent *The Doctors* and *USA WEEKEND* in a fun, informative forum.

11:45 – 12:15 **New Opportunities in DTC: Leveraging Change to Deliver Relevance and Value**



Paul Ewing, Senior Director/Group Leader, Patient Marketing, US Primary Care Patient & Physician Marketing, Pfizer

Paul Ewing is Senior Director/Group Leader for Patient Marketing in Pfizer's U.S. Primary Care business unit, playing a leading role in developing the innovative and effective tools Pfizer uses to communicate with patients and caregivers involved in health care decisions. In this presentation, Paul will discuss emerging trends shaping the DTC communications landscape, along with resulting opportunities to evolve DTC in order to best meet the needs of patients and their HCPs. He will also discuss what Pfizer has learned from recent initiatives and how innovative new approaches to communications can best improve the delivery of care to patients in the future.

12:15 – 12:45 **Consumer Health & Practical Advice: An Influential Columnist's Perspective**



Tara Parker-Pope, Consumer Health columnist for *The New York Times*

Tara Parker-Pope has been a consumer health columnist for *The New York Times* since August 2007. Along with her column, Ms. Parker-Pope writes the health blog, "Well," on NYTimes.com (the two are read by millions of health-conscious consumers and patients). The blog *Well* was recognized in 2009 by the Association of Health Care Journalists, tying for second place in the online category of the health journalism awards. Earlier in her career, Ms. Parker-Pope wrote the weekly *Health Journal* column for *The Wall Street Journal*, from 2000 to 2007. Additionally, she worked as a reporter for *The Wall Street Journal's* Media & Marketing group, covering consumer products and marketing.

12:45 – 1:45 **Networking Lunch in Exhibit Hall**

1:45 – 2:15 DTC Relationship Marketing – A Customer-Driven Approach to Relationship Marketing



Rob Maresca, Consumer Brand Leader, AstraZeneca

Robert Holloway, SVP and Group Account Director, Cadient Group

In the new world order, the customer is in charge of their interaction with any brand. Customers expect to define what they get, and when and how they get it. Pharmaceutical brands will become irrelevant unless they change their approach to engaging with consumers/patients. An approach which truly allows customers to define how they interact with a brand can be efficiently executed and will drive value for the brand. Hear a case study which is an excellent example of how a high level of customer customization can be accomplished in a way that drives brand value.

2:15 – 2:45 DTC Investment in Biopharmaceuticals Promotion – An Overview



Ramesh Krishnan, Sr. Principal & SME Global Analytics, IMS Health, Inc.

Yilian Yuan, Ph.D., MBA, VP, Advanced Analytics, IMS Health, Inc.

Promotion of pharmaceutical products had notably decreased in 2008 as a result of the current recession. While DTC had been similarly impacted, it continues to play an important part in pharmaceutical promotion strategy. We examine the latest numbers to see if the trend towards lower promotion continues, and investigate if DTC is more or less important in promoting pharmaceuticals. We offer our interpretation and insights about drivers underlying these current patterns, and their future direction. We also present results from a meta analysis of the DTC ROI studies done in our consulting organization, and highlight opportunities for improvement.

2:45 – 3:30 Networking Break in Exhibit Hall

3:30 – 5:00 *NEW!* For the DTC National 2011 – Three Intensive Track Options

OPTION 1 Creating Winning DTC

What does it take to create a “winning DTC” campaign? This session will provide insights on the roadmap used by several successful product managers and agency executives who have spearheaded recent “winning” programs for their brands. Topics include writing the brief, effective segmentation, creative development and execution.

Sean Moloney, Co-Founder/CEO, Dramatic Health • Tina Sampath, Associate Director, IHD HCP eMarketing & Patient Marketing, Gilead Sciences • Stu Klein, EVP, Managing Director, Draftfcb Healthcare • Lindsay Leon-Atkins, Director, Custom Research, Dynamic Logic

OPTION 2 Effective Media Planning

Media planning today is more complex than ever, as the number of broadcast, print, point-of-care and online media channels continue multiplying. How can marketers sort out the wheat from the chaff in this environment, and still find the right consumer, in the right place and at the right time? Hear from the media experts who have years of experience developing effective DTC spending plans.

Jack Poor, Vice President – Marketing, Television Bureau of Advertising • Fariba Zamaniyan, TRA Global, SVP, Sales Pharmaceuticals, SDI • Monique Levy, Vice President, Research, Manhattan Research

OPTION 3 The Great DTC Debate – Evaluating Program Success

DTC has evolved over the past few years, but have the “measurement metrics” kept pace and are you up-to-date on what and how to measure DTC success? What are the latest measurement tools to understand the impact of individual DTC programs? What are the latest leading indicators that guide decision-making? And how do we guarantee continuous improvement and relevant innovation? Get the answers in this session with experienced DTC marketing leaders.

Meryl Weinreb, formerly of AstraZeneca and current board member for the Susan G. Komen for the Cure affiliate in Philadelphia • Kathleen Onieal, Consultant, The Monitor Group and formerly of Merck • Scott Reese, CEO, Wool Labs • Asaf Evenhaim, CEO, Crossix

5:00 – 7:00 Networking Cocktail Party in Exhibit Hall

7:00 – 8:30 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. The Advertising Awards Dinner is an exciting industry event, sponsored by HealthCentral. Gold, Silver and Bronze Winners are announced live and awards are presented to brand and agency team members. This year’s Advertising Awards feature several new categories – stop by the DTC Perspectives website for details!

DTC NATIONAL 2011

DAY 3 FRIDAY, APRIL 8, 2011

8:30 – 9:15

The Regulatory and Legislative Landscape in Mid-Term of the Obama Administration



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

The balance of power in Washington seems to be up for grabs, as Republicans and Democrats work to best position themselves for the next Presidential election in 2012. With split control of the Senate and House, what is the future of President Obama's health care initiatives and how will legislators work with pharma leadership in the final two years of the Obama Administration? In this session, marketers will hear from Washington insider Jim Davidson, who will answer questions and provide his timely analysis on the implications of the election for health care reform, and what the pharmaceutical industry can expect in the way of new legislation efforts that could impact pharma marketing in 2011.

9:15 – 10:30

DTC Promotion: DDMAC Update and Extended Q&A



Mike Sauers – Team Leader DTC Group 1, DDMAC

Amie O'Donoghue – Social Science Analyst, DDMAC

Representatives of DDMAC will provide a brief overview of total 2253 submissions and current trends in DTC promotion as well as review timelines for advisory comments and detail a number of recent DTC enforcement actions taken by DDMAC. After this review, attendees will have the opportunity to participate in an extended question and answer session with the DDMAC representatives.

10:30 – 11:00 Networking Break

11:00 – 11:45 Bullet-Proof Your Marketing Databases and CRM Programs



Craig McGettigan, Associate Director, Marketing Solutions, Bristol-Myers Squibb

David Bernard, Managing Director, DB Marketing Technologies

Pharmaceutical marketers who deliver innovative CRM/PRM/Multi-channel/Direct marketing programs depend on customer database technologies, services and vendors to properly execute and measure their programs. The challenge for marketers is effectively managing these important capabilities to avoid issues that undermine program performance, unnecessarily increase costs and limit the quality and accuracy of insights. This session will provide a detailed framework designed to help marketers manage their customer databases and vendors—proactively and forensically identifying and correcting issues before they damage a brand or program.

11:45 – 12:15 Pharmaceutical Marketing Case Study



Adelle Walker, Manager, U.S. Marketing, Medical Dermatology, Allergan (ACZONE, BOTOX and TAZORAC)

Adelle Walker is a manager of U.S. marketing in the medical dermatology unit of Allergan. She is responsible for overseeing the marketing and promotion of three prescription drugs in Allergan's product portfolio (Aczone, Botox and Tazorac), and she has managed several consumer and professional campaigns for these products.

12:15 – 12:45 Top 25 Marketers Panel with Q&A

Guest Moderator TBA

Individual Top 25 Panelists will be announced

Select members of the Top 25 DTC Marketers discuss their views on the crucial issues facing DTC Marketing and share their key conference learnings. The Top 25 DTC Marketers of the Year will be honored at a private luncheon following the panel, sponsored by PARADE Magazine. For more information on how to attend contact DTC Perspectives.



WAYS TO REGISTER



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Please provide the following information to register for the DTC National Conference April 6-8, 2011, Boston, MA

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

GOLD CONFERENCE PASS with Amazon.com Kindle – \$2,695

Gold Pass Extras:

- Pre-Conference Workshop on Targeted Media, April 6th 8:30am to Noon.
- Post-Conference Access to Video of All Presentations and Slides (as made available to the conference).



Conference pass includes access to all general session and networking functions at the DTC National Conference, April 6 – 8, 2011, Boston Marriott Copley Place Hotel. Plus conference portfolio. **SPECIAL KINDLE OFFER** – Includes an Amazon Kindle Wi-Fi Edition and Conference Materials in the form of two amazon.com Kindle book credits (offer may be completed in the form of a Kindle Credit to Amazon.com). Special cancellation terms apply.

SILVER CONFERENCE PASS – \$2,395

Silver Pass Extra:

- Post-Conference Access to Video of All Presentations and Slides (as made available to the conference).

Conference pass includes access to all general session and networking functions at the DTC National Conference, April 6 – 8, 2011, Boston Marriott Copley Place Hotel. Plus conference portfolio.

FULL CONFERENCE PASS – \$2,195

Includes access to all general session and networking functions at the DTC National Conference, April 6 – 8, 2011, Boston Marriott Copley Place Hotel. Plus conference portfolio and access to speaker presentations as they are made available to the Conference.

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., 110 Fairview Ave., Suite 4, Verona, NJ 07044

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VENUE: Boston Marriott Copley Place • 110 Huntington Avenue • Boston, Massachusetts 02116 • Tel: (617) 236-5800

The Boston Marriott Copley Place has reserved a limited number of rooms at a special cost of \$209 per night plus taxes.

A separate reservation line and website has been created for DTC National attendees.

Please call 506-474-2009 / 800-266-9432.

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. For full cancellation terms on Kindle Special Offer please see the website.

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 website 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.

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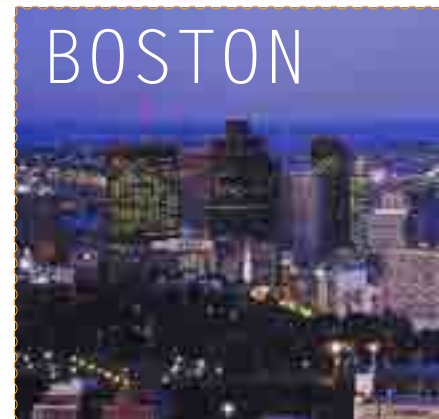
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DTC NATIONAL CONFERENCE

April 6-8, 2011

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Tommy Thompson**
former Secretary of the HHS



Myrtle Potter
CEO, Myrtle Potter Media & Myrtle
Potter and Company, Everyday Health
Board of Directors, and former:
President & COO Genentech,
President BMS, VP Merck



Paul Ewing
Senior Director/Group Leader,
Patient Marketing
US Primary Care Patient &
Physician Marketing, Pfizer



**Dr. Lisa Masterson and
Dr. Jim Sears**
practicing physicians, hosts of the
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Jamie Turner
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Jerry Levin
former Chairman and CEO of AOL Time-
Warner, Board Member, Organized Wis-
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**Representatives
from DDMAC**



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