



D T C

Reform & Refocus
The Impact of Healthcare Reform
on DTC Marketing

October 14-15, 2009

Westminster Hotel
Livingston, NJ

Reform & Refocus

Dear DTC Marketer,

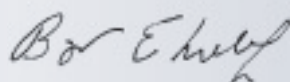
I am writing to invite you and your marketing team to participate in this year's DTC Fall Conference – *Reform & Refocus – The Impact of Healthcare Reform on DTC Marketing* – October 14 – 15, 2009 at the Westminster Hotel in Livingston, NJ. Despite the heavy battles over healthcare reform in Congress, significant reform will likely pass this year, making it a critical time for the pharmaceutical industry and DTC Marketers need to stay on the cutting edge.

This impending healthcare reform will lead to more cost consciousness in all areas of the healthcare industry. The *Reform & Refocus* agenda is designed to provide insights and analysis on the resulting key issues that will affect DTC marketing. Conference attendees will hear from the insiders who closely track the political winds on Capitol Hill, legislative experts and industry futurists.

New regulation of drug promotion will likely be part of the implementation of reform and may make DTC marketing harder to execute in mass media. Hear from consumer marketers and market researchers about overcoming those challenges, innovative use of media, and the latest creative trends across a variety of media, with a focus on the uncertain and still-developing area of social and digital media. And certainly, drug makers will be squeezed and will look for efficiencies in promotion spending. Given these tough economic times, presentations will ensure you learn how to get the most out of every marketing dollar.

We urge you to put *Reform & Refocus* on your calendar and register today.

Sincerely,



Bob Ehrlich



Reform & Refocus **The Impact of Healthcare** **Reform on DTC Marketing**

October 14-15
2009

Westminster Hotel
Livingston, NJ

Don't Miss Insights Including:

- The Coming Healthcare Reform's Impact on Pharma and DTC Marketing
- Expert Analysis and Predictions for DTC Marketing Post-Healthcare Reform
- Patient Engagement – Effective Efforts in the Era of Reform, Tackling the Caregiver Opportunity, The Digital Frontier for Consumer-Focused Marketing
- The Latest Patient Adherence Research and What It Could Mean for Your Brand
- 10 Rules to Digital Marketing Success In An Anytime, Everywhere World
- Can Social & Digital Networking Work for Pharma – How to Understand the Possibilities and Make Effective use of Opportunities

Day 1 Wednesday, October 14, 2009

9:00 **Welcome and Review of the Issues**

9:15 – 10:00 **The Healthcare Impact: The Up-to-the-Minute Report**



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

What's happening on the Hill moment to moment and what does it mean for DTC? Where's the healthcare reform legislative right now and what will happen next? Will early predictions and commitments from a stronger Democratic Congress result in real legislative attention 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 will change in the healthcare landscape and what you can do in response.

10:00 – 10:45 **Keynote Political Speaker**

10:45 – 11:30 **Break**

11:30 – 12:15 **Health Care Reform and Pharma: What's Changing and What Won't?**



Michael McCaughan, Senior Editor, *The RPM Report*

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 *The RPM Report*, 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.

12:15 – 1:00 **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. and Gary Karr, EVP, Health, Edelman

The successful Obama campaign in 2008 engaged voters like none 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.

1:00 – 2:00 **Lunch**

2:00 – 2:45 **"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 caregivers 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.

2:45 – 3:30

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.

3:30 – 4:00

Break

4:00 – 4:30

No Place For Ostriches



Bill Drummy, CEO, Heartbeat Digital

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.

4:30 – 5:00

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

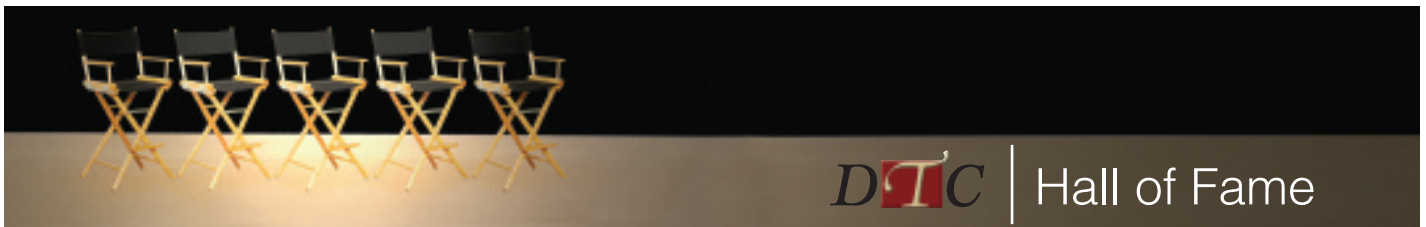
Novo Nordisk hired Paul Stevenson to create and execute a strategy for patient marketing, a challenging mission at a company that had solely focused on professional marketing for decades. Novo Nordisk has since pioneered innovative campaigns in new areas such as point-of-care and social media, bringing 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.

5:00 – 5:30

Wrap Up Panel with Industry and Legislative Experts

5:30 – 7:30

Hall of Fame Cocktail Party and Induction Ceremony



Day 2 Thursday, October 15, 2009**9:00 – 9:45 The Effective Use of Social Media in Pharma**

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.

**9:45 – 10:30 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 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.

10:30 – 11:15 Break**11:15 – 12:00 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.

**12:00 – 12:45 Engaging With The New Consumer: New Imperatives...New Rules**

Mary Ann Belliveau, Industry Director, Health, Google and 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. This presentation will outline key tenets and case examples for how to succeed using today's digital tools to gain consumer trust and look ahead at opportunities in mobile and social for new ways to engage with the consumer.

12:45 – 1:30 Lunch

Reform & Refocus

1:30 – 2:15



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.

2:15 – 3:00



How Social Marketing Can Become Real for Pharma

Marnie L. Rosenberg, Partner, Group Account Director, Greater Than One, Inc. and Mary Pietrowski, Director of Consumer and E-Marketing, Hologic

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.



3:00 – 3:45

Panel Discussion with Pharma Marketers and Industry Experts on The Use of Online Video in DTC Marketing

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?

It's Time to Celebrate the Stars of the Industry...



Do you know them? The industry pioneers. The market makers. The creative visionaries. Now you can honor them with the kind of recognition only they deserve: the DTC Hall of Fame. Up to five inductees will be accepted and announced at the DTC 2009 Fall Conference.

DTC Hall of Fame Cocktail Party and Induction Ceremony
October 14th, 2009

DTC | Hall of Fame



WAYS TO REGISTER



Web: www.dtcperspectives.com
under Conferences tab



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Phone: 973-377-2106 ext. 221



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

Please provide the following information to register for the DTC Fall Conference October 14-15, 2009, Livingston, NJ

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 @ \$2,495:** Conference Pass, 1 Year of DTC INSIGHTS & DVD of the DTC National 2009
- SILVER PASS @ \$2,195:** Conference Pass & 1 Year of DTC INSIGHTS
- REGULAR CONFERENCE PASS @ \$1,995:** 2 day Conference Pass - includes Cocktail Party and Hall of Fame Ceremony

Payment and Fees: Send a check to DTC Perspectives 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

Credit Card Billing Information: Please enter the name (exactly as it appears on the credit card) and the address where the credit card statement is sent.

Credit Card Type: _____ Name: _____

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VENUE: Westminster Hotel • 550 West Mount Pleasant Avenue • Livingston, NJ 07932 • Tel: (973) 533-0600

The Westminster Hotel has reserved a limited number of rooms at the special cost of **\$189** per night plus taxes. Please reserve by September 22, 2009 and receive this special rate by contacting the Westminster Hotel directly at 973-533-0600.

After September 22nd, please plan to reserve your room at the regular published rates.

Note: If you do reserve the special room rate and cancel at any time, you will still be charged the amount of one night's stay which is \$189.00 plus tax.

Note: 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. 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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Legislative Experts



Mike McCaughan
Senior Editor,
The RPM Report

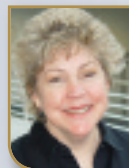


Jim Davidson
Chair, Public Policy Group,
Polsinelli Shugart PC

Marketing Innovators



Rick Mathieson
Best Selling Author and Marketing
Guru



Lynn Crowe
Senior Product Manager of Diabetes
Marketing, sanofi-aventis



Joe Shields
Product Director, Wyeth



Kevin Nalty
Formerly of Merck and J&J, now
Principal, Nalts Consulting

Research Experts



Paul Wilson
VP, Analytical Services,
Catalina Health
Resource



Kris Klein
Director, Client
Consulting - Pharma
Practice, Nielsen