

Tuesday, October 25th

WELCOME TO MCH NATIONAL

9:00-9:15

THE TOTAL MARKET APPROACH AND WHAT IT MEANS TO HEALTHCARE MARKETING

9:15-9:45 **Jeffrey Bowman, Author, Founder, and CEO of REFRAME: The [Brand]**

Industry pioneer and former senior partner, managing director at Ogilvy & Mather, will lead a discussion about how the approach is transforming brands from the inside/outside. This talk will help you understand marketing to emerging segments, change management, technology and how you can apply it to your brand and enterprise organization.

EMPATHY IN ACTION: MOVING TOWARD PATIENT-CENTRIC CARE FOR MULTICULTURAL TYPE 2 DIABETES PATIENTS

9:45-10:15 **Jennifer Strassburger, Senior Director and Global Practice Head of Pharma/Healthcare, Clear / Aaron Villa, Director of Pharma/Healthcare, Clear / Stephanie Herold, Director and Practice Head of Cultural Insight, Clear**

Empathy is a globally relevant tool that can unlock treatment success and optimize the patient experience, which ensures that the promise of patient centricity is realized. Changes in care models, cultural diversification, and performance measures are creating barriers to empathetic care. This presentation will explore the misperceptions between HCPs and patients across the treatment journey to uncover how Industry can help bridge the empathy gap.

NETWORKING BREAK

10:15-10:30

MANAGING HEALTHCARE APATHY

10:30-11:15 **Carlos Santiago, Chief Strategist, Santiago Solutions Group / Carlos Garcia, Director of Market Segments, BCBS IL-TX**

Multicultural consumers' apathy towards Health Care continues to challenge the ability to fully engage and tap these segments' growth potential as seen by varying levels of ACA enrollment across states, providers and insurers. Carlos Santiago will review cultural drivers to apathy, where recent ACA efforts have succeeded in combating apathy and innovative programs managing populations with chronic conditions that have helped turn around apathy's barrier to wellbeing. Carlos Garcia Strategy will share successful efforts managing apathy through digital and community engagement strategies, and custom segmentations that determine potential engagement and risk.

RETAIL WORKS!

11:15-11:45 **Dirk Schroeder, Chief Health Officer and EVP, HolaDoctor Inc. & Professor of Global Health, Emory University / Mylene Colom, Lead, Hispanic & Consumer Markets, Horizon Blue Cross Blue Shield of New Jersey**

Multicultural healthcare consumers are one of the fastest growing business opportunity for health plans, hospital systems and pharmaceutical companies, but can be hard to influence to action through traditional marketing channels. In collaboration with a local health plan, HolaDoctor launched the first physical retail center in Jersey City specifically targeting multicultural consumers. This Center was highly successful at engaging and enrolling health plan members and now serves as the epicenter for culturally sensitive member services and care programs.

THE CHALLENGES AND OPPORTUNITIES FOR PRO-HEALTH BEHAVIOR CHANGE IN MULTICULTURAL COMMUNITIES

11:45-12:30 **Moderator: Jose Villa, CEO, Sensis / Toiya Honore, National Multicultural Communications Director, American Heart Association / Other Panelists TBA**

A discussion of the public health and chronic health challenges facing multicultural communities, the latest science and thinking around how effective communications can change behavior, and stories of on-to-ground efforts to tackle the most vexing healthcare disparities affecting Hispanic, African-American and Asian communities.

LUNCH

12:30-1:30

STRETCHING YOUR MULTI-CULTURAL MARKETING BUDGET AS IT RELATES TO PATIENT EDUCATION

1:30-2:00 **Santos Torres, Jr., Director of Marketing, Bausch + Lomb**

As Brands evolve from launch to maturity in a specific therapeutic area and Manage Care being more prohibitive for patient to access brand medication, Pharmaceutical Marketing Budgets are dwindling faster than ever. This is particularly more challenging for brands that venture into Multi-Cultural Patient Marketing. The cost for Patient Marketing Outreach especially in patient populations where English is not the primary language makes it prohibitive to maintain during the lifecycle of the brand without developing partnerships with Medical Associations or with Medical Publishers to help share the cost outlays. This presentation focuses on some of the challenges in Disease State Education from a Multi-Cultural/Lingual perspective and possible ideas on how to be strategically frugal with the Marketing Budget to service patient's educational needs.

AGENDA

OCTOBER 25-26

THE "RIGHT DOSE" OF PHARMACULTURAL

2:00-2:45 Steve Millerman, President & Founder, Emcay / Christina Bohn, Associate Director Multicultural Marketing, Novo Nordisk

Multicultural investment in pharma has more than doubled in the past couple of years. More and more brands are seeing the direct sales impact this important part of the marketing mix has on the business. So what is the "Right dose"? Hear from 2 market experts, Christina Bohn of Novo Nordisk and Steve Millerman of Emcay, on their individual perspectives around the right dose and the best approaches to multicultural marketing.

MULTICULTURAL COMMUNITY HEALTH ENGAGEMENT

2:45-3:30 Lisa Lieberman, Director, US Marketing, LYRICA, Pfizer / Leslie Forte, Innovative Health Communications, Corporate Affairs, Pfizer

In recognizing certain diseases impact today's minority populations at higher rates, Pfizer leaders saw an opportunity to better communicate with America's diverse and underserved populations and specifically, to educate them about a health condition that disproportionately impacts their communities. The result was the launch of the Community Health Engagement initiative. The program's leaders will discuss how they addressed the specific barriers that hinder diagnosis and treatment for Black and Hispanic Diabetic Nerve Pain sufferers.

NETWORKING BREAK

3:30-3:45

MULTICULTURAL MARKETING OF YOUR HOSPITAL

3:45-4:30 Zandra Baermann, Executive Director, Multicultural Practice Lead, Golin

As a network of five hospitals dedicated to serving adult cancer patients from across the U.S. and internationally, Cancer Treatment Centers of America® must position its brand and design its consumer messaging for universal appeal. With many distinct audiences at play, the one constant thread for CTCA is the patient...always and only about the patient. But what does this look like in execution, and how will it evolve in step with our evolving business model amid a new health care market reality?

MULTICULTURAL HEALTHCARE MARKETING: BUILDING CORPORATE AND BRAND EQUITY IN THE NEW MAIN-STREAM

4:30-5:00 Sheila L. Thorne, President/CEO, Multicultural Healthcare Marketing Group, LLC

The United States is in an unparalleled and unprecedented era of a radical transformation of America's healthcare system. Rapidly shifting demographics, industry focus on patient-centered care and precision medicine and increasing insurance coverage of diverse populations because of the Affordable Care Act have thrust the importance of multicultural marketing on the national scene. The current transformative environment demands a departure from business-as-usual both internally at big pharma and externally to reach the newly insured end users from racially, ethnically and linguistically diverse consumers, patients and their families. This presentation will provide two detailed case histories and the historical context of the pharmaceutical industry journey of multicultural healthcare marketing in the last two decades and the skill set necessary to build ROI-driven campaigns for success.

COCKTAIL PARTY

5:00-6:00

OUTSTANDING MULTICULTURAL MARKETERS AND MULTICULTURAL HEALTHCARE MARKETING AWARDS DINNER

6:00-7:30

Wednesday, October 26th

DRIVING TELEVISION ROI FOR THE CHANGING U.S. HISPANIC AUDIENCE: AN EMPIRICAL STUDY

9:00-9:30 **Jake Beniflah, Executive Director of the Center for Multicultural Science**

In 2015, the Center for Multicultural Science and MAGNA GLOBAL conducted a study to investigate whether there is a better way to measure the changing Hispanic television audience. Published in the August issue of the Journal of Cultural Marketing Strategy, the study found that there were significant television viewing differences between first-, second-, and third-generation Hispanics. Implications will be discussed on media buying and planning for the US Hispanic population, and whether a new audience measurement standard is needed to help leading corporations in the healthcare industry maximize Hispanic television ROI, now and in the future.

EL PODER EN TI: WHY PATIENT EDUCATION IS CRITICAL TO THE HISPANIC POPULATION

9:30-10:00 **Kate Merz, VP of Content and Creative Strategy, PatientPoint / Ellen Falb-Newmark, Vice President of Client Development, NBCU Hispanic Enterprises**

When it comes to disease education, prevention and medication, Hispanic consumers still turn to the most trusted source—their doctors, and 45% of Hispanics agree they only use drug brands recommended by their physicians. And if that's where Hispanic consumers go for specialty information, shouldn't you focus your marketing efforts at the point of care? PatientPoint, the leader of patient and physician engagement at the point of care, and Telemundo, the industry leader in producing and distributing high-quality Spanish-language content, will detail why marketers should consider the point-of-care industry for their efforts in reaching this critical population.

HOW HUMOR, BIG DATA AND LGBTQ AUTHENTICITY CAN IMPACT A NEW PRODUCT LAUNCH

10:00-10:30 **Liliana Gil Valletta, Co-Founder & President, XL Alliance / Caroline Brethenoux, Strategic Planning & Culture Intelligence Director, XL Alliance**

In this presentation, attendees will review the "No More Hair, More You" case study. A campaign about helping individuals overcome barriers to bring out their true selves. In order to create a campaign as breakthrough as the Clear + Brilliant pélo product, we knew we had to reframe the conversation, breaking the mold of the category, and getting under the skin of our millennial and LGBTQ consumers to create a deeper connection. All the while, we would maintain a push-pull strategy, targeting both healthcare professionals and end consumers, generating increased supply and demand. In 2016, the brand supported the LGBTQ community with a focused consumer campaign that would help shed one more layer to reveal one's true self.

NETWORKING BREAK

10:30-10:45

REACHING THE LGBT CONSUMER TODAY

10:45-11:30 **Todd Evans, CEO, Rivendell Media**

This presentation will provide insight and status on LGBT and HIV/AIDS media and how to reach these marketplaces. A lot has changed over the years but much has remained the same too and we will touch on what works and what has not. This presentation will provide the most current research available and also show you what companies are actually doing today in various ad categories. So whether you are interested in inclusiveness or just learning the basics on targeting either of these consumer groups you will get the specific marketing 101 here including why to target LGBT to begin with. Included will be a list of the top advertisers in both LGBT and HIV/AIDS advertising along with an overview of the available media outlets.

HEALTHY LIVING EVERY DAY!

11:30-12:15 **Lafayette Jones, CEO of SMSi/Urban Call Marketing & Publisher of Urban Call / Sandra Miller Jones, Founding Chair of Segmented Marketing Services, Inc. (SMSi) and SMSi Health Insurance Solutions**

Under the Healthy Living Every Day! umbrella, sister companies SMSi-Urban Call Marketing & Publishing and Segmented Marketing Services Inc. (SMSi) have worked with global CPG brands for over 35 years. National grassroots marketing experts, Lafayette Jones and Sandra Miller Jones, will provide an overview of the marketing techniques they have used to encourage healthier lifestyles among minority consumers (especially African American women, using their proprietary networks of beauty salons, barbershops, churches and retail stores. Case studies initiatives include : Affordable Care Act Education with Blue Cross Blue Shield / NC Mutual ; Claim More Diabetes Prevention project with AARP/United Health Care; and Feeding Dreams with General Mills and celebrities Susan Taylor and Steve Harvey.

ADVERTISING THAT MOTIVATES BEHAVIOR CHANGE IN THE ASIAN AMERICAN MARKET

12:15-1:00 **Edward Chang, President, A Partnership**

Asians represent the fastest growing ethnic segment in the U.S., and are projected to be the largest immigrant group by mid-century, which has substantial implication for health marketers. Asian Americans are a culturally and linguistically diverse consumer segment, with different cultural norms and predispositions. In this session, we will share strategies that will help marketers build relevance in the Asian community, and drive action.

SPONSORS, EXHIBITORS, & MEDIA PARTNERS

THANK YOU

Conference Co-Sponsor



EMCAY
PHARMACULTURAL™ SPECIALISTS
www.emcay.net

Gold Sponsor

S E N S I S
Health

Exhibitor



Media Partners

