

7TH NEW & UPDATED PROGRAM ... A MUST-ATTEND EVENT DESIGNED TO HELP YOU
UNLEASH THE POWER OF YOUR SOCIAL MEDIA MARKETING!

SOCIAL MEDIA for PHARMA

How To Develop, Execute, & Evaluate Digital Marketing Strategies
To Engage Your Audiences & Drive Business Results

May 14 - 16, 2013 • Princeton, NJ

REGISTER BY APRIL 3RD TO SAVE \$400!

KEY TAKE AWAYS

Attend Social Media for Pharma to get to grips with winning strategies for incorporating social media into your communications and marketing mix, and leverage the latest interactive Web 2.0 tools and techniques to advance your organizational goals, by:

- **Navigating** the roadmap to a successful social media strategy
- **Winning** buy-in from patient, physicians and payors
- **Delivering** more targeted, appropriate content to the 'social' patient and physician
- **Adopting** a more holistic approach to social media in your company by aligning strategic goals
- **Pinpointing** key e-marketing drivers to prioritize delivery channels and gain the competitive edge
- **Integrating** digital and social media into your overall marketing plan to maximize brand impact
- **Understanding** how physicians and patients are using the latest mobile devices to engage with them more effectively
- **Tapping** into patient communities to learn more about needs and concerns
- **Bridging** the widening gap between the "Social Patient /"Social Physician" and "Non-Social Pharma"
- **Monitoring** and engaging with social conversations to maximize impact
- **Analyzing** data to maximize customer insight and drive digital marketing initiatives

All attendees will be invited to expand their network and continue the conversation in the conference wiki --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.

Presented by:

advanced
LEARNING
INSTITUTE

Your Communications &
Marketing Training Partner
Since 1997

SUPPORTING ORGANIZATIONS

Pharma**VOICE**

Pharma
Marketing News

SPEAKING ORGANIZATIONS:

Gain insight from leading industry practitioners sharing hands on, best practice experiences designed to challenge the way you think about social media and marketing communications and emerge better positioned to engage your audiences and drive business:

Pfizer Inc.

Bristol-Myers Squibb

Chandler Chicco Companies

Pozen Inc.

WEGO Health

Cohn & Wolfe

Heartbeat Ideas

Novartis

St. Mary Medical Center

Health Care Connect

Shire

Pharma Marketing News

Preeti Pinto & Associates

Wiley Rein LLP

Center for Medicine in the
Public Interest

Hale Advisors

Porter Novelli

Topin & Associates

Intouch Solutions

Valhalla Consulting Group

Why This Is A Must-Attend Event:

- ✓ **21+ leading industry experts** will share their hands-on experiences in using a range of digital and social media tools and technologies to engage physicians, patients and payors to a lucrative end!
- ✓ **Customize your learning** by participating in a selection of highly interactive and educational workshop sessions (May 14th & 16th).
- ✓ **Brainstorming sessions** allowing you to openly discuss, debate and digest the information presented in the main conference so that you can put everything into context and develop a blueprint for action before you return to the workplace.

Register by April 3rd to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Social Media for Pharma - May 14 - 16, 2013

WHO WILL ATTEND:

This conference has been researched with and designed for Pharmaceutical Directors, Managers, Vice Presidents, Specialists, Officers, Leaders and Consultants involved in:

Marketing

Social Media

Digital Strategy

Multichannel Strategy

Web Content Development

mHealth

Strategic Planning

Brand Development

Business Development

Media Relations

Research

Corporate & Brand Identity

Corporate Communications

Public Relations

Global Communications

Employee Engagement

Intranet Communications

Interactive Media

eCommunications

New Media

Regulation

And all those interested in driving performance through digital and social media marketing.

WHY IS THIS A CAN'T MISS EVENT?

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this communications & marketing evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other communication professionals engaged in the "journey." Join your colleagues now to learn how to use social media to engage your audiences and drive business results.

THE COMPETITIVE ADVANTAGE YOU'LL GAIN FROM ATTENDING THIS CRITICAL EVENT

This highly interactive, 3-day conference will feature a leading panel of pharma practitioners discussing and debating the latest strategies for evaluating, developing and executing Web 2.0 to drive bottom line performance and optimize commercial success:

- **21+ leading industry experts** will share their hands-on experiences in using a range of digital and social media tools and technologies to engage physicians, patients and payors to a lucrative end
- **A series of real life, case study sessions** highlighting digital and social media marketing innovations from leading practitioners like **Pozen, Pfizer, Eli Lilly** and many more. Learn how to use the latest social media tools to revolutionize your communications
- **Customize your learning** by participating in a selection of highly-interactive and educational pre- & post-conference workshop sessions (May 14 & 16). You cannot afford to miss the opportunity to engage in these intimate and instructive sessions. Walk away from these sessions with a tool box ready for implementation in your own organization
- **Roundtable sessions** allowing you to openly discuss, debate and digest the information presented in the main conference so that you can put everything into context and develop a blueprint for action before you return to the workplace
- **Networking lunches** will give you the opportunity to brainstorm and benchmark solutions with your peers and leading social media protagonists
- **An abundance of additional in-house networking opportunities** will expose you to many new contacts. Be sure to bring along plenty of business cards to exchange during morning/evening refreshments and interactive digest sessions
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Access to the conference wiki** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool
- **Gain continuing education hours**

Why Our Conferences Are Different ~

Through numerous networking opportunities with your colleagues, you'll leave with many new industry contacts, peer advice and help with your job and career!

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Social Media for Pharma - May 14 - 16, 2013

Dear Communications, Marketing & PR Professionals,



Social Media and Pharma: some liken them to oil and water -- they just don't mix.

Indeed, the pharma industry has often been accused of being a laggard when it comes to the adoption of new and emerging technologies, especially when it comes to channels that foster open conversations, quick responses, and two-way engagement... all things that strike fear in hearts of marketers/communicators and conjures images of traumatic MLR meetings.

Yet, despite the challenges; despite the long awaited pending FDA guidance; and despite the highly regulated environment, many pharma companies have found ways to authentically engage in social media. Whether it's starting with a "social media advisory board" before launching a social media program, or leveraging social listening to influence engagement, or finding ways to "push" marketing into "pull" marketing, there are now many examples of how such organizations are embracing social media and integrating them into their corporate, marketing, and communications efforts.

I hope you will join me at A.L.I.'s 7th updated Social Media and Pharma meeting to hear from some of these individuals responsible for launching and implementing some of these social media programs within their respective pharma organizations and learn from their collective experiences.

Shwen Gwee, Chief Digital Officer

CHANDLER CHICCO COMPANIES

Conference Chairperson

Shwen is currently Chief Digital Officer at Chandler Chicco (CCC) -- an inVentiv Health company -- where he leads the Chandler Chicco Digital practice in support of the 14 agencies that make up CCC. He sits on the CCC leadership council and the inVentiv digital working group. Shwen joins CCC from Edelman's Health practice, where he was VP of Digital Health, responsible for leading and developing the digital health offerings and expertise. He provided thought leadership in digital/social media for pharma and healthcare clients, as well as strategic counsel for global teams.

P.S. Make your investment pay off even more by bringing your communications team!

Register 3 people and get the 4th for FREE! Click here for details or call (773) 695-9400 for more information.

RAVE REVIEW FROM A PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEE:

"Timely and topical – all the presentations provided complimentary perspectives on social media."

M. Hudson, Senior Communications Executive
PUBLIC HEALTH AGENCY OF CANADA

A LETTER FROM THE CONFERENCE CHAIRPERSON

Social Media for Pharma - May 14 - 16, 2013

Interactive Pre-Conference Workshops ~ May 14, 2013

Tuesday, May 14, 2013

Don't miss the opportunity to get to grips with the umbrella issues that shape and fuel day-to-day marketing decision-making and practices. These sessions are specially tailored to help you put into context many of the micro issues being discussed in the main conference and are also designed to provide you with a tool box to take back to the office to help benchmark and drive future social media enhanced marketing initiatives. These highly instructive pre-conference training courses will tackle the key strategic issues and concerns at the very heart of the rapidly changing and increasing competitive landscape of Social Media for Pharma.

***** Choose A &/or B &/or C or ALL for Maximum Value and Learning *****

8:30 a.m. to 11:00 a.m. – PRE-CONFERENCE WORKSHOP **A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

Honing Your Corporate Digital IQ To Align Your Communication Strategy And Maintain Brand Consistency Across All Touchpoints

The proliferation of digital and social media technologies, platforms and business models has been paralleled by the increasing need for pharma companies to get to grips with ways to use these tools to deepen and widen new and existing channels to market. This workshop will give you a bird's eye view of the latest digital and social media tools and strategies so you are in a better position to evaluate the options and implement winning strategies by:

1. Identifying the range of tools and technologies available to maximize customer engagement
2. Understanding the new, integrated sales and marketing models to optimize success
3. Using Digital Convergence to a competitive advantage
4. Strategies for engaging your key internal stakeholders to maintain brand consistency across all touchpoints
5. Key pointers to help you tailor social media to meet corporate goals

WORKSHOP LEADERS: Zoe Dunn, Principal, Hale Advisors

Beth Bengtson, Principal, Hale Advisors. Zoë and Beth have over 15+ years experience in developing strategies for best practice pharmaceutical branding and marketing. Hale Advisors, Inc. acts as a "third-hand" for client partners, by focusing on results while providing thought leadership, marketing solutions, education, analysis and most of all support.

11:00 a.m. to 12:00 p.m. – Break/Lunch on your own

12:00 p.m. to 2:30 p.m. – PRE-CONFERENCE WORKSHOP **B**

Refreshments will be provided during this session.

Harnessing Data To Clarify And Respond To Customer Expectations, Criticisms And Needs

Social media continues to produce an unprecedented amount of data capable of having a massive impact on customer insight and marketing success. However, data in itself is not enough to guarantee the leading edge - knowing how to interpret and leverage data in the most effective way possible will determine success from failure. Attend this session to gain a better understanding of:

1. An overview of global health data trends and practices
2. How data can be harvested and segmented to gain a better understanding of HCP and patient behavioral trends and converting this into targeted outreach
3. Finding and integrating data sources which are cost-effective
4. Integrating data sources from various devices – the pros and the cons
5. Harnessing social networking data to increase success

WORKSHOP LEADER: Joe Shantz, SVP of Analytics, Porter Novelli. Joe is an expert at identifying and creating new digital tools and channels for engagement and analysis. Joe has a strong track record of developing models that have generated insights and enviable results for some of the world's top brands.

2:30 p.m. to 2:45 p.m. – Afternoon stretch break

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Interactive Workshops ~ May 14 & 16, 2013

2:45 p.m. to 5:15 p.m. – PRE-CONFERENCE WORKSHOP C

Refreshments will be provided during this session.

Demystifying Social Media ROI

Pharmaceutical marketers are under increasing pressure to quantify the effectiveness of their programs by demonstrating a clear link between marketing and sales. ROI analysis has always been somewhat difficult for the pharma industry in particular, and is arguably even more complicated when marketing and social media collide.

During this interactive session, you will learn:

- Where to begin – Understanding typical digital KPIs and how the standard business metrics differ for social media
- Overcoming the difficulties of adopting a robust measurement strategy in light of the presence of several distinct markets, rapidly changing profiles of consumers/patients and the absence of clear regulatory restrictions
- What measurement tactics can be employed to quantify possible successes and failures?
- Tapping the potential for employing both 'Quantitative' and 'Qualitative' measurement techniques to prove ROI
- Justifying social media strategy and spend in the boardroom – top tips for helping senior management understand and support social media activities

WORKSHOP LEADER: Sean R. Nicholson, Director of Social Media, Intouch Solutions. Sean Nicholson manages the development and implementation of social media programs for pharmaceutical and health care projects. He has more than 10 years experience of Web, intranet and interactive development as well as a key understanding of how employees and customers expect to interact in a Web 2.0 world!

Thursday, May 16, 2013

This workshop is designed to take your conference experience to the next level and allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending this highly interactive, hands-on session. Space is limited to ensure interactivity!

1:00 p.m. to 3:30 p.m. – POST-CONFERENCE WORKSHOP D

Refreshments will be provided during this session.

Engaging Patients And Physicians In mHealth Conversations

Reaching patients and physicians via their ubiquitous smartphones, PDAs, ipads and other mobile devices is more important than ever before. As people becomes more mobile and search and demand information on the fly, pharma cannot afford to miss the opportunity to captivate and engage with their increasingly mobile target audience.

If you're considering mobile or already have a plan in place, you won't want to miss this chance to benchmark, discuss, and learn successful mobile strategies and key considerations, including:

1. Understanding mobile trends to forge a marketing blueprint
2. Identifying content that is useful and engaging
3. Developing a strategy to test usability and overcome potential
4. Assessing the role of mobile, versus web at different stages of patient and caregiver consumption
5. Multi-screen content, mobile search and SMS – satisfying customer needs

WORKSHOP LEADER: TBA shortly

General Sessions - Day One - May 15, 2013

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

SPEED NETWORKING-WELCOME

Chairperson's Welcome & Speed Networking

This fast-paced forum is designed to provide you with a unique and fun opportunity to share your goals for this conference and get to know your fellow conference attendees and their most pressing issues in successfully implementing social media for pharma.

Shwen Gwee, Chief Digital Officer

CHANDLER CHICCO COMPANIES

Conference Chairperson

Shwen is currently Chief Digital Officer at Chandler Chicco (CCC) -- an inVentiv Health company -- where he leads the Chandler Chicco Digital practice in support of the 14 agencies that make up CCC. He sits on the CCC leadership council and the inVentiv digital working group. Shwen joins CCC from Edelman's Health practice, where he was VP of Digital Health, responsible for leading and developing the digital health offerings and expertise. He provided thought leadership in digital/social media for pharma and healthcare clients, as well as strategic counsel for global teams.

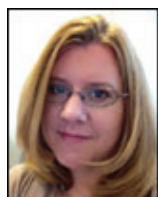
9:00 a.m.

CASE STUDY

Moving Pharma From Social Laggard To Leader

Pharma's challenges are not insurmountable. POZEN leveraged cross industry expertise through the formation of a Digital Advisory Board, comprised of representatives from inside and outside healthcare. By developing informed, actionable and achievable social strategies, Pharma can truly move beyond social laggard to leader.

- Where Pharma is Now
- The Pharmaceutical industry as a whole continues to lag behind other industries in adopting social as an integral part of corporate and brand marketing
- Social Trailblazers: Learning from Outside Pharma
- Other industries have laid important social ground work for Pharma to leverage. We'll explore the exciting successes and unfortunate missteps of other industries, such as Consumer Packaged Goods, Retail and Government
- Demystifying Pharma's Challenges



Melissa G. Katrincic, Director - Digital Strategy

POZEN INC.

9:30 a.m.

CASE STUDY

Using Digital And Social Media Marketing To Impact The Brand Experience

How are we impacted by brand experiences? How are pharma and other industries leveraging this knowledge to generate a positive response and obtain desired marketing results? Learn from a series of case study examples - inside and outside pharma - how to harness the power of branding to evoke a positive response to maximize results.

- Recent trends in brand experiences across pharma and other categories
- "Marketing as a spectator sport" - what can be learned from other sectors?

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General Sessions - Day One - May 15, 2013

- The role of digital and social marketing and its impact on the total brand experience



Jim Joseph, President, North America
COHN & WOLFE

10:00 a.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

10:10 a.m.



Morning Refreshment & Networking Break

10:20 a.m. PATIENT PERSPECTIVE

The Patient's View – Where Are Pharma Companies Succeeding When Using Digital And Social Technologies To Make A Positive Impact On Patient Health And Wellbeing?

What are some of the most significant challenges affecting patients today? How can you use patient insight to best match their needs, get a grip on their digital journey and maximize the value of your interactions, products and brands?

In this highly-engaging case study, you will hear first-hand:

- How patients prefer to engage with their healthcare professionals
- What information patients want and look for via digital and social media channels
- How social media is being used as an information resource center



Julie Flygare, JD, Narcolepsy Spokesperson &
Author, *"Wide Awake and Dreaming"*

11:00 a.m. GROUP EXERCISE

Brainstorming Session: Adopting A Holistic Approach To Social Media Marketing - Assessing The Importance Of Integrating Marketing, Sales And IT To Maximize Performance

How do recent changes regarding the deployment of traditional sales staff/drug reps reflect the trend towards Social Media becoming the driving force for increased sales and new commercial opportunities? How can traditional sales and marketing complement and be integrated with the latest social tools and platforms? Overcoming the challenges of speaking with one voice over several platforms and silo-breaking for increased business performance and brand advocacy.

11:30 a.m. INTERACTIVE PANEL

Pinpointing Key e-Marketing Drivers To Prioritize Delivery Channels, Improve Integration And Gain The Competitive Edge

Demystifying the range of continuously evolving digital tools and technologies can be a highly complex and ongoing challenge. Equally, deciding which new digital initiatives to invest in and how to integrate these with current marketing strategies to capture the attention of the technically savvy patient and physician is not without complication. The challenge for pharma is to embrace the latest technologies, focus on potentially lucrative delivery channels and win the trust of consumers is an imperative. But how can this be achieved?

- Thinking Outside the Box – complementing traditional sales approaches with new virtual channels (podcast, webcasts) and setting clear rules of engagement for marketing, sales and Boardroom

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- Understanding how multi-channel can be used to enhance the delivery of information and advice that customers need, expect and really want
- Getting to grips with the latest technologies that are driving and enhancing a more integrated approach to marketing and Pharma
- Building a closed loop marketing approach as into your integrated multi-channel strategy
- Quantifying the costs and the benefits

Moderator:



Bill Drummy, Founder and CEO
HEARTBEAT IDEAS



Amit Pherwani, Manager – Direct Marketing
BRISTOL-MYERS SQUIBB

Ihor Terleckyj, Independent Consultant

VALHALLA CONSULTING GROUP & Former Director, Commercial Analysis,
Global Product Strategy, **GLAXOSMITHKLINE**

12:00 p.m. **RESEARCH SESSION**

Making Social Media A Leading Corporate Asset!

Implementing high-value Social Media programs can be a difficult for marketing teams and frustrating and confusing for upper-management. This session will provide cutting-edge research that gives industry change-agents the information needed to turn social media into a leading corporate asset.

This session will help answer:

- What does the Social Health Community want from the Pharma industry?
- Do Consumer Opinion Leaders drive behavioral changes within their communities?
- Which programs create a more holistic approach for engaging the internal organization from top to bottom?

Bob Brooks, EVP

WEGO HEALTH

12:30 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

12:35 p.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion based on a social media for pharma topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media for pharma concerns.

2:00 p.m. **CASE STUDY**

Engaging The HCP On The Move – Unlocking The Potential Of Pharma To Mobile!

Physicians and prescribers are accessing medial information via mobile at a rapidly increasing rate as the ever smarter mobile device is outpacing the PC as the device of choice for information access. How can the advantages of mobile technology be leveraged to allow pharma to forge better, stronger connections with prescribers? What are the potential hurdles to successful engagement via mobile?

- Key mobile trends and understanding the relationship of mobile to social media
- How has the smart phone changed the way that pharma can engage and communicate with the HCP?

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- Exploring the platforms and technologies available to reach physicians on the move...at the right place, at the right time!
- Managing and monitoring mobile marketing initiatives to gauge ROI
- Understanding the full implications for marketers and future channel strategies



Barber Ghauri, Chief Medical Information Officer
ST. MARY MEDICAL CENTER

2:30 p.m. **CASE STUDY**

Using Emerging Channels To Build Relevance And Engagement With Patients

The recent proliferation of emerging digital channels has dramatically changed consumer behavior. This is especially true in the realm of healthcare where patients are utilizing these digital channels to arm themselves with information that often informs their decision-making and the actions they take. Hear how Pfizer has found a way to become a relevant part of this process via novel digital approaches that engage patient audiences.

- How has the recent proliferation of digital channels changed customer behavior?
- Using novel digital approaches to become a more relevant part of patient decision-making
- Lessons learned



Todd Kolm, Director, Emerging Channel Strategy
PFIZER INC.

3:00 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

3:10 p.m.

Afternoon Refreshment & Networking Break

3:30 p.m. **INTERACTIVE PANEL**

Bridging the Widening Gap Between The "Social Patient / "Social Physician" and "Non-Social Pharma"

The abundance of medical information available through 'social' channels has become an invaluable resource for medical professionals and patients alike. However, the accessibility to endless resources also creates the opportunity for communication break downs and medical inaccuracies. How can pharma seize social media to become more actively involved in generating a positive impact on health and wellness in society? More importantly what should pharma be doing to help bridge the gulf between 'Social Patient/Physician' and 'Non-Social Pharma'?

- Understanding the array of social media tools that can be used to support patient communities
- Leveraging the power of patient communities to drive brand engagement utilizing a range of social media platforms

Chair:



John Mack, Publisher and Editor
PHARMA MARKETING NEWS



Al Topin, Author
"The Doctor-Patient Disconnect" & President
TOPIN & ASSOCIATES

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Bob Brooks, EVP
WEGO HEALTH



Jacqueline O'Doherty, Certified Patient Advocate
HEALTH CARE CONNECT

4:15 p.m.

GROUP EXERCISE

Brainstorming Session: Monitoring And Engaging With Social Conversations – Does One Size Fit All?

What, where and how to best deploy a targeted social networking strategy that fits companies, branding, commercial and consumer goals and expectations and unlocking and overcoming the challenges posed by different types of social media.

4:45 p.m.



End Of Day One & Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m.



Dine Around

Sign up during the day for dinner with a group. Take advantage of Princeton's fine dining while you continue to network with your colleagues.

RAVE REVIEWS FROM PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEES:

"My brain is full of great ideas and useful tips. I really appreciate the extra opportunities to speak with the experts one-on-one, and am looking forward to continued online communications."

L. Wilson, Web Designer
BECHTEL

"I'm sending my staff to the next one – very motivational!"

T. Lagomarsino, Director of Brand Marketing
GENZYME

"Substantive, yet very personal. I've been to many enormous 1000+ conferences and MUCH prefer this. Great job! Very high level presentation in an intimate, interactive setting."

L. Butler, Senior Director
INTERMOUNTAIN HEALTHCARE

"I liked the organized networking sessions--good to meet and talk with people who 'speak the same language.' Good, solid content, well organized conference, seamless."

J. Debar, Director of Marketing
GENTIVA

General Sessions - Day Two - May 16, 2013

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

CHAIRPERSON'S ADDRESS

Chairperson's Address & Opening Of Day Two: Embracing Social Media To Foster Open Conversations, Quick Responses, And Two-Way Engagement

The pharma industry has often been accused of being a laggard when it comes to the adoption of new and emerging technologies, and social media is no exception. In spite of the challenges and long awaited pending FDA guidance, many pharma companies have found ways to authentically engage in social media.

- What paths are pharma companies taking to authentically engage in social media?
- From "social media advisory board", to leveraging social listening to influence engagement, or finding ways to "push" marketing into "pull" marketing – what's working, what's not?
- Integrating social into your corporate, marketing, and communications efforts – future trends and opportunities

Shwen Gwee, Chief Digital Officer

CHANDLER CHICCO COMPANIES

Conference Chairperson

9:10 a.m.

Q & A SESSION

mHealth – A Proof Of Concept Story In Patient Recruitment

Welcome to the next patient recruitment frontier – mobile technology to recruit patients for clinical trials! How receptive are patients to mobile health technology? How can mHealth be incorporated into a patient recruitment campaigns today. Can mHealth positively transform clinical trial recruitment?

- Understand the basics of mobile reach
- Align the goals of mHealth with the mobile app business model
- Learn from a measurable case study in clinical trial recruitment applying these technologies



Joseph Kim, MBA, Clinical Operations Director

SHIRE

9:40 a.m.

CASE STUDY

Idea Exchange: Questions, Feedback, Collaboration

9:50 a.m.



Morning Refreshment & Networking Break

10:00 a.m.

GROUP EXERCISE

Brainstorming Session: Cutting-Edge Marketing On A Shoestring – Can I Afford To 'Socialize'?

If you want to stay competitive, you can't afford to sit back and listen any longer! The New technological drivers are forcing marketers across industry sectors to engage in more face-to-face instantaneous dialogue with potential and existing consumers in order to retain the competitive edge! Think you cannot afford to dive in head first? Let's see what your peers think? What metrics are available to help quantify the success of social media? What do available measurement tools tell us about the relevance of social media?

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10:30 a.m.

CASE STUDY

Curing Social Anxiety In Pharma

Pharma companies are continuously working to leverage the impact of social media in the patient community to a positive and beneficial end. How can you walk the fine line between operating within the parameters of existing regulatory guidelines to achieve positive, measurable results?

In this session, you will hear first-hand how Novartis is 'curing social anxiety in pharma' by:

- Leveraging the impact of social media on the patient community
- Effectively participating in the social arena within regulatory guidelines
- Creating a robust blueprint for success and for measuring results



Linda Hetcher, Director, Digital Strategy & Services
NOVARTIS

Kelly Beyer, Associate Director Digital Strategy & Services
NOVARTIS

11:00 a.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

11:10 a.m.

INTERACTIVE PANEL

What Pharma Needs to Know About Avoiding The Risk of Non-Compliance In Social Media Marketing

Pharma marketing professionals keen on adopting social media technologies and campaigns designed to engage potential customers are under continuous pressure to do this in tandem with a strategy adhering to corporate compliance. In the absence of clear FDA guidelines, best practices are ever-evolving as pharma takes advantage of the ability to learn from the successes and failures of their competitors and peers.

- How can you avoid non-compliance and working with regulators to avoid and defend against an FDA warning letter
- Fashioning the appropriate response to FDA for:
 - warning letters
 - untitled letters
- Assessing the scope of the activity that has come under scrutiny
 - looking at potential additional vulnerabilities
- Lessons in the pharmaceutical context that can assist in developing an internal process for future marketing materials

Chair: Peter Pitts, President

CENTER FOR MEDICINE IN THE PUBLIC INTEREST & Former
Associate Commissioner for External Relations, **FDA**

Manfred Fleschar, Former Associate Director - Regulatory Affairs Ad Promo/CMC
ASTELLAS PHARMA US, INC.



Sonali P. Gunawardhana, Of Counsel, FDA Practice Group
WILEY REIN LLP

Social Media for Pharma - May 14 - 16, 2013

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Preeti Pinto, Pharmaceutical Regulatory and Compliance Expert
PREETI PINTO AND ASSOCIATES

12:00 p.m.

Chairperson's Recap:

Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

12:15 p.m.

Close Of General Sessions

1:00 p.m. to 3:30 p.m.

Complete your conference experience with Post-Conference Workshop D!

Take the information you gained from the general sessions and focus on your individual needs and applications. You will leave this hands-on workshop inspired and ready to embark on your own social media journey.

POST-CONFERENCE WORKSHOP D

Engaging Patients And Physicians In mHealth Conversations

Reaching patients and physicians via their ubiquitous smartphones, PDAs, ipads and other mobile devices is more important than ever before. As people becomes more mobile and search and demand information on the fly, pharma cannot afford to miss the opportunity to captivate and engage with their increasingly mobile target audience.

- Understanding mobile trends to forge a marketing blueprint
- Identifying content that is useful and engaging
- Developing a strategy to test usability and overcome potential
- Assessing the role of mobile, versus web at different stages of patient and caregiver consumption
- Multi-screen content, mobile search and SMS – satisfying customer needs

WORKSHOP LEADER: Chad Hyett is a Communications and Digital Consultant at Porter Novelli.

ABOUT OUR CONFERENCE SUPPORTERS



Pharma Marketing News is an independent monthly electronic newsletter focused on issues of importance to pharmaceutical marketing executives. It is a service of the Pharma Marketing Network -- The First Forum for Pharmaceutical Marketing Experts -- which brings together pharmaceutical marketing professionals from manufacturers, communications companies, and marketing service providers for wide ranging discussions and education on a multitude of current topics. Pharma Marketing Network & Pharma Marketing News provide executive-level content coupled with permission-based e-marketing opportunities.

For more information, please go to: <http://www.pharma-mkting.com/>.



PharmaVOICE magazine, reaching more than 25,000 BPA-qualified life-sciences executives, is the forum that allows business leaders to engage in a candid dialogue on the challenges and trends impacting the industry. PharmaVOICE, and its supporting VIEW publications, provide readers with insightful and thought-provoking commentary in a multiple-perspective format through forums, topics, and articles covering a range of issues from molecule through market. PharmaVOICE subscribers are also kept abreast of the latest trends and information through additional media resources, including WebLinx Interactive WebSeminars, Podcasts, Videocasts, White Papers, E-Surveys and e-Alerts. Additionally, PharmaVOICEMarketplace.com provides a comprehensive directory of products, services, and solutions for the life-sciences industry.

To Raise Your VOICE, contact feedback@pharmavoice.com or visit <http://www.pharmavoice.com>

RAVE REVIEW FROM A PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEE:

"Overall, there were very interesting presentations!"

perspectives on social media."

S. Lecour, Policy & Program Advisor
HEALTH CANADA

Social Media for Pharma - May 14 - 16, 2013

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

DoubleTree by Hilton Hotel Princeton

4355 US Route 1

Princeton, NJ 08540

Reservations: (800) 222-8733 or (609) 452-2400

www.Princeton.DoubleTree.com

For the conference, a limited number of rooms have been reserved at the reduced rate of \$134/night. Please call the hotel no later than April 22, 2013 to help ensure this rate and mention "Social Media for Pharma."

The DoubleTree by Hilton Hotel Princeton is conveniently located off US Hwy 1 near historic downtown Princeton and prestigious Princeton University. Historic Princeton, New Jersey, situated midway between Philadelphia and New York City, boasts arts and antiques, shopping, fine dining, and many cultural attractions in an atmosphere of small town charm. Complimentary shuttle service to popular destinations and businesses within a five-mile radius of the hotel is provided. The hotel is located 5 miles away from the Princeton Junction Amtrak Station (PJC), 32 miles from Newark Liberty International Airport (EWR) and 50 miles from Philadelphia International Airport (PHL).

Join us in Princeton, NJ for A.L.I.'s 7th Conference on "Social Media for Pharma" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Princeton, NJ, go to <http://www.visitprinceton.org>.

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials -- including access to the conference wiki (includes electronic copies of presentation materials), continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by April 3rd	Regular Pricing: Register with payment after April 3rd
Conference Only (May 15 & 16)	\$1,699	\$2,099
Conference (May 15 & 16) Plus One Workshop (May 14 or 16)	\$2,099	\$2,499
Conference (May 15 & 16) Plus Two Workshops (May 14 &/or 16)	\$2,399	\$2,799
Conference (May 15 & 16) Plus Three Workshops (May 14 &/or 16)	\$2,599	\$2,999
Conference (May 15 & 16) Plus All Four Workshops (May 14 & 16) – ALL ACCESS PASS	\$2,699 BEST VALUE!	\$3,099
Conference Workbook Only (if not attending)	\$199 + \$20 S&H	
*IL residents will be charged 9.25% sales tax on workbook orders.		

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.

Social Media for Pharma - May 14 - 16, 2013

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications and marketing audience in the pharma industry. Space is limited, so please call Lisa at (773) 695-9400 x0, for more information.

GROUP DISCOUNTS: REGISTER 3 & THE 4TH IS FREE!

Four or more attendees, registering together, enjoy a savings of at least \$1,699! Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration. Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a \$200 discount off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (**before April 30**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (**on or after April 30**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEES:

"Outstanding! One of the most amazing conferences I have attended in a while."

A. Kaszowski, Web Producer

ST. JOSEPH'S HEALTH CARE LONDON

"Substantive, yet very personal. I've been to many enormous 1000+ conferences and MUCH prefer this. Great job! Very high level presentation in an intimate, interactive setting."

L. Butler, Senior Director

INTERMOUNTAIN HEALTHCARE

"I liked the organized networking sessions--good to meet and talk with people who "speak the same language." Good, solid content, well organized conference, seamless."

J. Debar, Director of Marketing

GENTIVA

Social Media for Pharma - May 14 - 16, 2013

ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

Social Media · Pharmaceuticals · Brand Management · Communications

Marketing · Healthcare · Strategic Planning

Performance Measurement · Government · Biometrics · Technology

WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

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- BMS
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- Millennium Pharmaceuticals
- Teva Pharmaceuticals
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- Univ. of Maryland Medical System
- Hospira
- Grünenthal Pharma
- Mannkind Corporation
- Nat'l Org. for Rare Disorders
- Eli Lilly Canada
- Kaiser Permanente
- National Cancer Institute
- DRAXIMAGE
- Bayer Healthcare
- Advanced BioHealing
- Montreal Children's Hospital
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- Janssen-Ortho
- MedImmune
- Merial
- Sanofi-Aventis Pharmaceuticals
- Novo Nordisk Inc.
- Humana, Inc.
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Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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Registration Form

Please photocopy for group members.

☐ Yes, I'd like to register for the May 2013 Social Media for Pharma conference in Princeton, NJ.

Please check:

E-mail Priority Code: _____ Amount Due: _____

☐ Conference Only

☐ Conference Plus Workshop(s):

☐ **Pre-Conference Workshop A:** Honing Your Corporate Digital IQ To Align Your Communication Strategy And Maintain Brand Consistency Across All Touchpoints

☐ **Pre-Conference Workshop B:** Harnessing Data To Clarify And Respond To Customer Expectations, Criticisms And Needs

☐ **Pre-Conference Workshop C:** Demystifying Social Media ROI & Proving Its Value To Gain Senior Level Support

☐ **Post-Conference Workshop D:** Engaging Patients And Physicians In mHealth Conversations

☐ I would like to order a conference workbook only

☐ Please add me to your mailing list to receive future conference notifications

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