

SOCIAL MEDIA for PHARMA

How To Develop, Execute, And Evaluate Web 2.0 Strategies
To Engage Your Audiences And Drive Business Results

May 2 - 4, 2011 • Princeton, NJ

KEY TAKE AWAYS

Attend this social media for the pharmaceutical industry conference to learn how to incorporate social media into your communications and marketing plans, and leverage the latest interactive Web 2.0 tools and techniques to advance your organizational goals, by:

- **Revolutionizing** your traditional communication and marketing strategies to adapt to the online world
- **Ensuring** your social media projects fit within FDA guidelines
- **Engaging** your organization to use the latest social media tools to maximize effectiveness, increase productivity, inspire innovation, and advance your culture
- **Developing** a social media (blogging, podcasting, wiki, social network, etc.) strategy to improve your communication and marketing initiatives and practices
- **Managing** the continued regulatory challenges that companies face when expanding their social media footprint
- **Determining** the right social media mix for your organization
- **Leveraging** Web 2.0 technologies to build a brand culture internally and externally
- **Using** Twitter to turn your employees and stakeholders into brand ambassadors
- **Understanding** how these new social media technologies work including legal considerations, IT support, policy and guidelines
- **Creating** an opportunity for employees to communicate with customers directly and informally
- **Outlining** key steps and strategies for setting up and managing an effective social media platform
- **Integrating** new social media tools with traditional media to multiply your results
- **Harnessing** the collaborative power of your organization's social media platform to drive organizational performance

SUPPORTING ORGANIZATIONS

Pharma **VOICE**



manhattanRESEARCH
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BioJobBlog

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Pharma
Marketing News



SPEAKING ORGANIZATIONS:

Hear practical, real-world solutions and learn best practices on how to transform your communications to engage your audiences and drive business results from practitioners at these top organizations:

Johnson & Johnson

AstraZeneca

Shire Pharmaceuticals Ltd.

Mayo Clinic

Millennium: The Takeda
Oncology Company

Daiichi Sankyo Inc.

Saatchi & Saatchi Wellness

Porter Novelli

Exco InTouch Ltd.

WEGO Health

WCG

Ellerin Health Media

The Staley Foundation

My UII Blog

MS Softserve

OrthoOnc & iMedicalApps

Pacific Oncology and Hematology

Ignite Health

Dauphin Health

Intouch Solutions

Klick Pharma

Presented by:



Advanced Learning Institute
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Since 1997

Register by March 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 2 - 4, 2011

WHO WILL ATTEND:

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

Social Media
Emerging Media
Employee Communications
Communications Research
Corporate & Brand Identity
Corporate Communications
Electronic Communications
Marketing
Employee Engagement
Interactive Media
e-Communications
Information Services
Brand Development
Business Development
Media Relations
Digital Strategy
New Media
Public Relations
Internal Communications
Intranet Communications
Change Management
Publication & Web Content
Public Affairs
Consumer Communications
Quality Improvement
Strategic Planning
Training & Development
Organizational Communications
Global Communications
Digital Media

And all those interested in incorporating social media into their strategy toolkits.

WHY IS THIS A CAN'T MISS EVENT? SMART PHARMA HAS GONE SOCIAL!

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 social media 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 pharmaceutical professionals engaged in the "journey."

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all those who are committed to using Web 2.0 strategies to engage their audiences, and drive business results. You will benefit from:

- **24 innovative speakers** at your disposal to share their strategies and experiences in using blogs, podcasts, wikis, Twitter, and other Web 2.0 tools in the pharma arena
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview** of social media innovations from leading pharmaceutical practitioners like **Johnson & Johnson, AstraZeneca, Daiichi Sankyo Inc.**, and many more
- **Acquiring new knowledge** to help transform your communications and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to foster your organization's values and mission, in a hands-on environment
- **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
- **All attendees will be invited to expand their networks and continue their conversations via the conference wiki** --- an online tool providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event.

Wireless internet service will be provided free of charge in all meeting & sleeping rooms.

**Register by March 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**

Dear Communications, Marketing, or PR Executive:

German philosopher Johann Wolfgang von Goethe said, "When ideas fail, words come in very handy." Take the word "digital." It's a buzz word that's had its day. Zeroes and ones were fine when "digital" meant coding and websites, and "AV" nerds-turned-communications-superstars said, "It's technical, you won't understand." But all that is so 20th century.

Social media by definition is social. Its driving force is interactivity between multiple constituencies – the most important being peer-to-peer. Social media requires you to play, not purchase. Remember – the medium is the message. Just how comfortable and capable are you operating in a world where the only constant is change? A brave new world (and a brave new job) where you must constantly update and refine, rethink and revisit, change and challenge your work? And not monthly or weekly or daily – but in real time, all the time? Social media has precious few rules (a major headache for pharma, but an inherent truth). Yet, the one golden rule of social media is transparency: 100% transparency. You can't airbrush social media.

At this conference, you will hear proven strategies and gain practical experience, firsthand, from leading pharmaceutical organizations, on how to use new social media technologies and tools to improve your communication and marketing initiatives and practices, including how:

- **Johnson & Johnson** has significantly expanded and enhanced its presence online through the steady launch of new and innovative online communications tools and platforms
- **Shire Pharmaceuticals Ltd.** has increased retention, compliance and a higher level of engaged patients in their clinical trials
- **AstraZeneca** makes the most of their online content, effectively navigates internal challenges, and engages with the public in a controlled, yet unpredictable, environment

Don't be left behind - - Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s highly-rated conference on "SOCIAL MEDIA for PHARMA: How To Develop, Execute, And Evaluate Web 2.0 Strategies To Engage Your Audiences And Drive Business Results" this May in Princeton to hear from pharmaceutical professionals who are currently utilizing social media tools.

Social media is communications at the speed of life. As Canadian philosopher Marshall McLuhan wrote, "At electric speed, all forms are pushed to the limits of their potential." That's a wonderful challenge, to be pushed to the limits of our potential.

Are you ready for it?

I look forward to seeing you at this information-packed event.

Sincerely,

Peter J. Pitts, Partner/Director Global Regulatory and Health Policy

PORTER NOVELLI

Former Associate Commissioner

U.S. FOOD AND DRUG ADMINISTRATION

Conference Chairperson

P.S. Make your investment pay off even more by bringing a team! Register 3 people and send the 4th for FREE! Register online or call (888) 362-7400 or (773) 695-9400 for more details.

Testimonials from Past Sessions by Peter Pitts:

"Very engaging and interesting points."

"Great insight into FDA. His commentary was helpful."

"Loved his perspective. Perhaps the most informative session."

Social Media for Pharma - May 2 - 4, 2011



INTERACTIVE, HANDS-ON WORKSHOPS

Monday, May 2, 2011

Take social media from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while taking a hands-on, common sense and practical approach to mastering social media for pharma that will enhance your understanding of the informative, case study presentations throughout the entire conference.

.... **Choose ALL FOUR Workshops 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.

How To Strengthen Your Brand Through Social Media Measurement, Monitoring And Analysis

Understanding what your most engaged customers are saying online is critical to the development and execution of social media strategies. Using social media to succeed across your business requires monitoring and analysis in order to develop, test, deploy, execute and maintain the work you do – so you can evolve your programming to meet the needs of your customers both online and off.

The social media measurement world is in its early stages, with many players making claims to comprehensive data, global coverage and real-time monitoring. Cutting through the noise requires time, effort and testing. **This workshop will share best practices for using, executing and evaluating social media measurement in order to make your brand more relevant to your customers and stakeholders, and improve results across your business.**

After a quick review of the basics, we'll explore how to approach measuring and monitoring each of the most important types of social media, rank the tools that have proven themselves in the marketplace, and explain how to approach the challenges of global data. Specifically, we will discuss:

- How to ask the right questions in order to derive useful insights from social media
- How to use social media analysis to prevent and manage crisis online and off
- Segmentation and influencer identification
- Optimizing your communications in-flight for increased relevance and effectiveness

You'll leave this interactive, hands-on session with practical tips and knowledge to help your organization create, execute and analyze a successful social media strategy.

WORKSHOP LEADER: Israel Mirsky is EVP, Emerging Media and Technology at Porter Novelli where he leads the digital analytics group.

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

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

Refreshments will be provided during this session.

Social Media And Pharma -- Strategies For Securing Medical/Legal Approval

The only good idea is the one that's executed. And nothing in pharma can be executed without approval from the Med/Legal & Regulatory departments. Social media platforms like blogs, online communities, Facebook and Twitter seem to mystify some internal approval teams, yet many pharmaceutical marketing teams have been successful in navigating our new "user-generated" online world.

Reviewing examples of social media programs in pharma that the community has seen as successful, this workshop will help you identify the best strategies to securing approval for similar endeavors in your organization.

In particular, you will participate in discussions on a variety of issues and questions that will prepare you for internal negotiations, including:

- What are the best practices for the Med/Legal process?
- How can User Generated Content (UGC) be a part of pharma programs?
- What about branded social media programs?
- How can you correct misinformation within the community?
- Can Consumer Opinion Leaders (aka Health Activists) be incentivized?
- How should you manage adverse event reporting?

WORKSHOP LEADERS: Bob Brooks, Vice President of WEGO Health, has been a leader in the healthcare industry for more than 20 years. Michael Spitz, Director of Digital Strategy at Ignite Health, is a proven leader in the field of healthcare communications.

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



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

Refreshments will be provided during this session.

2011 - The Year Mobile Pharma And Healthcare Take Flight: How To Integrate Mobile Strategies Into Your Overall Marketing Mix

Seemingly every year, pundits and patients alike pose the question: “Will this be the year mobile takes off in pharma and healthcare?” It’s a good question, but one that often leads to a disappointing answer. But this year will be different.

With the proliferation of smart phones and the percentage of Americans with mobile internet access outpacing that of those with home broadband lines, the mobile platform seems poised to make a serious push into the lives of healthcare-minded consumers.

In this session, you’ll learn up-to-the-minute facts about:

- The current demographic profiles of today’s mobile healthcare user
- The device technologies in use today by pharma companies
- Dealing with regulatory guidance and challenges
- Integrating mobile strategies into your overall marketing mix
- The newest trends and pharma case studies live in the marketplace today

Don’t miss out on this thought-provoking workshop that’ll bring you up-to-speed on this cutting-edge technology.

WORKSHOP LEADER: Bill Evans is an independent consultant with over 16 years of experience with the strategic development and creation of highly engaging experiences for brands.

Wednesday, May 4, 2011

Wrap up your conference experience with a hands-on workshop that will leave you inspired and ready to embark on your own social media journey!

2:00 p.m. to 4:30 p.m. – POST-CONFERENCE WORKSHOP D

Refreshments will be provided during this session.

How To Blend Social Media Into Your Traditional Pharma Communications Platforms

Moving beyond just “listening” to actually engaging with patients, professionals, and online influencers in the health space can seem like nothing more than a pipe dream at times. And yet, pharma and healthcare companies are doing it every single day by combining social media with their PR and communications programs in meaningful, but low-risk ways. This workshop will explore some of the starting points where social media can support and supplement work you’re already doing to communicate with your audiences.

In particular, we’ll discuss ways to blend the old with the new and share best practices for:

- Expanding your definition of “media” to include the “new media”
- Using social media tools to become more effective in outreach programs
- Creating an online or offline event that builds relationships with social media influencers
- Managing the education process and common objections with your legal and regulatory teams

WORKSHOP LEADER: Paul Dyer is Head of Social Media for WCG, where he leads the firm’s social media teams in San Francisco, Austin, and New York.



8:00 a.m.
Registration & Continental Breakfast

8:30 a.m. **CHAIRPERSON'S ADDRESS**
Chairperson's Welcome & Presentation:
The FDA And Social Media: Insider Guidance And How It Relates To You

In November 2009, the U.S. Food and Drug Administration held a two-day public meeting on how regulated industries use social media. As the year mark approaches since that heralded Part 15 meeting, not only haven't things become more lucid (from a regulatory perspective) it has (arguably) become more confusing. Warning letters. Quixotic podium statements from the Division of Drug Marketing, Advertising and Communications (DDMAC). What's a pharma marketer to do?

Social media is here to stay and becoming an increasingly important tool for pharmaceutical and healthcare marketers. What can you expect from the FDA and how will it impact providing accurate information and potent marketing messages in the future?

This session will provide you with practical tips, while addressing many of these pressing issues, including:

- Correction of inaccurate information
- Outreach and interaction with healthcare bloggers
- User-generated content and corporate responsibility
- Sponsored search engine links
- Appropriate disclosure of risk information
- MedWatch and the future of adverse event reporting
- The role of DDMAC in social media oversight and the dangers of "regulatory creep"
- What can we expect from the FDA... and when?

Get the real story on regulating social media from an industry insider.

(And, be careful what you wish for ... you might get it.)

Peter J. Pitts, Partner/Director Global Regulatory and Health Policy
PORTER NOVELLI
Former Associate Commissioner
U.S. FOOD AND DRUG ADMINISTRATION

9:30 a.m.
Break-Out Blitz!
Network And Discuss Social Media Challenges With Your Fellow Conference Attendees

This session will open the conversation by connecting you with other conference participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

10:00 a.m.
Morning Refreshment & Networking Break

10:30 a.m.

CASE STUDY

How To Effectively Incorporate Social Media Tools To Successfully Expand And Enhance Your Online Presence

Founded in 1886, Johnson & Johnson, is one of the most broadly based companies in human health – encompassing consumer products, medical devices and prescription medicines. Since 2006, the Johnson & Johnson Corporate Communication department has significantly expanded and enhanced its presence online through the steady launch of new and innovative online communications tools and platforms such as: the Kilmer House and JNJBTW blogs, the Johnson & Johnson health channel on YouTube, the Johnson & Johnson Network on Facebook, the @JNJComm feed on Twitter as well as the re-launch of the existing platform, the corporate website, www.JNJ.com.

As a result, the Corporation not only has access to numerous vehicles to deliver messages and interact with a variety of communities, but has also established credible footholds in different online realms including the blogosphere, the Twittersphere, YouTube and on Facebook, where it can engage, interact and form relationships with different stakeholders.

This presentation will give you the inside story of how this 124-year-old company, which operates in a highly regulated industry, joined the social media world. You'll gain a greater understanding of the successful process that can help you transition your company into the social media arena, including:

- Steps needed to develop a set of social media policies
- Process and structural changes that will support specific social media efforts
- Expectations for communicating on the social web

Marc Monseau, Director, Corporate Communication, Social Media

JOHNSON & JOHNSON

11:15 a.m.

CASE STUDY

How Your Customers Can Benefit From Social Media

The Mayo Clinic Center for Social Media was launched in September 2010. Since then, a social media team has been put in place in all three clinic locations - Minnesota, Florida and Arizona. The team's mission is to engage Mayo Clinic in the best practices of social media, both internally and externally, to benefit the needs of the patient.

Join your colleagues for this inside look at one of the most powerful healthcare brands in the U.S., as you examine social media strategies and learn how your organization can launch it's own successful social media program that:

- Spreads word of mouth endorsements across the globe on multiple media platforms
- Provides improved service to your customers
- Makes the case against blocking social media sites like Facebook in the workplace
- Creates a community for patients to tell their story and help other patients
- Engages medical experts, patients, and consumers through internal and external platforms

Ronald Petrovich, Manager, Mayo Clinic Center for Social Media, Medical Edge

MAYO CLINIC



12:00 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media for pharma concerns.

1:30 p.m.

PANEL DISCUSSION

Physicians And Social Media: What Can Pharma Learn?

Today, physicians of all ages and specialties are online, whether via laptop, desktop, or mobile device. With physicians' acceptance of technology has come a new type of openness among a growing number in the healthcare industry. There are physicians who blog, tweet, use Facebook, email with patients, post videos and use social media in intriguing ways. What is driving this change? And what can pharmaceutical marketers and brand managers learn from this new behavior?

This panel discussion will pull back the curtain and address just that issue as it examines:

- The types of social media physicians find useful and distracting
- The value social networks like Sermo and Physicians Connect hold for physicians and what drives their usage
- How physicians are using mobile to engage socially
- Whether or not the Key Opinion Leaders (KOLs) of the future will be someone who is "social" and more open

Don't be left behind. Physicians are online – this is a chance to find out how your pharma organization can join the conversation and boost business results.

Moderator:

Bunny Ellerin, President

ELLERIN HEALTH MEDIA

Panelists:

Gopal Chopra, M.D., CEO

DAUPHIN HEALTH

Richard G. Just, M.D., Oncologist

PACIFIC ONCOLOGY AND HEMATOLOGY

Dr. Felasfa Wodajo, Bone and Soft Tissue Tumor Surgeon, Blogger

ORTHOONC & IMEDICALAPPS

2:30 p.m.

CASE STUDY

How To Navigate The Social Media Highway Within The Boundaries Of A Regulated Environment

Executing social media strategies is a challenge in the pharmaceutical industry. With strict yet unclear regulations, how do you make Tweets, blog posts or Facebook content interesting and relevant for readers? With lengthy internal review cycles, how do you make your information timely? With a sometimes skeptical public, what's the best way to engage your audience?

AstraZeneca, a global pharmaceutical company, is currently navigating the social media landscape through a variety of channels, and is ready to share their experiences with you. Come benchmark best practices with this leading organization, as you learn how to:

- Make the most of online content

- Navigate your internal challenges
- Engage with the public in a controlled, yet unpredictable, environment

Tony Jewell, Senior Director for External Communications
ASTRAZENECA

3:15 p.m. Afternoon Refreshment & Networking Break

3:30 p.m. **CASE STUDY** A Strategic Approach For Integrating Social Media Into Your Communications And Marketing Plans – Lessons Learned From An Over-The-Counter Launch

Social media has transformed the way products are launched, and that's especially true when taking a prescription product over-the-counter (OTC). This case study will explore how a leading allergy medicine leveraged a strategic mix of social technologies to communicate with its customer base, establish a brand voice beyond traditional channels, and kick-start its launch.

While regulations and guidance may differ from the Rx world, the obligations of the brand to oversee and moderate social content remain the same. In addition to the marketing plan, you'll get a behind-the-scenes look at how the team established the necessary systems and processes to review, moderate, and report matters such as product issues and adverse events.

You'll take away actionable advice on how you can utilize new media tools effectively, including:

- How to strategically incorporate social media into your marketing plan
- Items to consider when establishing moderation and review processes
- Opportunities to gain buy-in for social programs across numerous stakeholders
- Ways to coordinate across multiple agency partners plus marketing, legal, medical, and regulatory teams
- Insights from the OTC world and how they apply to Rx marketers

William Martino, SVP, Director of Digital Strategy
SAATCHI & SAATCHI WELLNESS

4:15 p.m. **CASE STUDY** The Social Media Shift: How Social Marketing Is Challenging The Traditional Pharmaceutical Marketer

Pharmaceutical marketers are in the midst of significant change, and the skills that have led to success in the past are increasingly being challenged. In this cutting-edge presentation, you will explore the growing impact of social media marketing on traditional marketing programs.

You'll gain practical advice on adopting new media into your organization despite barriers to building the business case for your brand team, including:

- How to rate your organization's social media marketing readiness
- The importance of listening and why traditional market research can be futile



- Measuring impact – why ROI is both essential and a trap
- How to think “social”

John Vieira, Sr. Director Marketing Operations
DAIICHI SANKYO INC.

5:00 p.m.
End Of Day One

5:15 p.m.
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.



8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.
Chairperson's Opening Of Day Two

Peter J. Pitts, Partner/Director Global Regulatory and Health Policy
PORTER NOVELLI
Former Associate Commissioner
U.S. FOOD AND DRUG ADMINISTRATION

8:45 a.m. **CASE STUDY**
It's Never Too Late To Start Incorporating Social Media Into Your Organization

During this session, you will hear how Millennium: The Takeda Oncology Company, along with Klick Pharma, has developed and implemented their various social media campaigns. Specifically, you will learn:

- Two ears, one mouth: the importance of listening before you talk
- The truth about adverse events and social media
- A step-by-step process for getting your organization ready
- How to manage the regulatory process
- Tactics for integrating social media into campaigns for specialty or rare diseases

Pat Connelly, Associate Director, Digital Strategy and Communications
MILLENNIUM: THE TAKEDA ONCOLOGY COMPANY

Jay Goldman, VP Strategy, Social Media and Mobile
KLICK PHARMA

9:30 a.m. **CASE STUDY**
The Elusive Two-Way Dialogue: Implementing Community Management In Pharma

Tired of seeing pharma social media that's not really social media? It's time the industry just says "no" to "fauxial media." Hear how several pharmaceutical companies are currently engaging with patients in social media using "real" people as their online voice.

During this session you will learn:

- The benefits of a true two-way dialogue
- Several examples of how pharmaceutical companies have successfully and openly conversed with patients in a social media setting
- Considerations for evaluating if your brand is right – and if your company is ready – for a community management role
- Common myths, misperceptions, and excuses for not supporting community management internally

- How your organization can work towards the goal of a true two-way dialogue

Wendy Blackburn, Executive Vice President

INTOUCH SOLUTIONS

10:15 a.m.

Morning Refreshment & Networking Break

10:45 a.m.

PANEL DISCUSSION

Engaging The Digital Consumer: A Health Activist Perspective

Innovative pharmaceutical companies have begun to harness the power and passion of the most active Internet healthcare contributors - the top 10% of online health social media. This panel of Consumer Opinion Leaders and Health Social Media Influencers (aka Health Activists) will explore how social platforms like blogs, online communities, Facebook and Twitter, have become primary resources for engaged consumers and the most critical aspects of relationship building for pharmaceutical and health companies.

Health Activists are leading these online conversations and empowering their audiences to:

1. Become engaged partners in their health care
2. Better understand the role prescription drugs
3. Embrace and share coping strategies

You won't want to miss this insightful panel discussion that will:

- Discuss the ground rules for pharmaceutical companies interested in engaging Health Activists and patients online
- Uncover the needs of today's most active online communities, and their leaders
- Provide examples of pharmaceutical companies that are effectively participating in social media

Moderator:

Marie Connelly, Community Director

WEGO HEALTH

Panelists:

Alicia Staley, Breast Cancer Health Activist and Founding Director

THE STALEY FOUNDATION

Jen Pettit, Sjogren's Syndrome Health Activist and Blogger

MY UII BLOG

Amy Gurowitz, MS Health Activist and Founder

MS SOFTSERVE

11:45 a.m.

CASE STUDY

Using Mobile Technology To Engage Patients Within Clinical Research And Healthcare Programs

In the current landscape of patient care, whether it is in clinical trials or the wider healthcare market, the real needs of the patient are often overlooked in favor of better data for the program and the sponsor. The life of a patient is even more complicated than the normal routine of everyday life and more can be done to ease their burden and ensure their adherence to the program of care.



This session will examine the various techniques and tools that can be used to better engage your patients and ensure that they fulfill all of their obligations during treatment programs. Shire Pharmaceuticals will also discuss how to mitigate concerns from a corporate compliance perspective. You'll walk away from this session with a greater understanding of the benefits mobile technologies can offer to your business operations, including:

- Increased retention and compliance as well as more engaged patients -- sending text messages to remind patients about events such as medication notifications, clinic appointments, diary entries, and fasting requirements
- Using mobile technologies in conjunction with traditional advertising techniques to drive better patient participation in programs of care
- More accurate and timely data from improved capturing of patient reported outcomes by harnessing the ubiquitous nature of the cell phones to collect global patient data for analysis
- How social networking influences consumer behavior

You'll also get a glimpse into the future of mobile healthcare and how it can continue to enhance your more traditional communications efforts.

Joseph Kim, Clinical Operations Director
SHIRE PHARMACEUTICALS LTD.

Judith Teall, Director of Patient Recruitment
EXCO INTOUCH LTD.

12:30 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.

12:45 p.m.

Close Of General Sessions

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.

2:00 p.m. to 4:30 p.m.

How To Blend Social Media With Your Traditional Pharma Communications Platforms

For complete details, please see page 5.

CONFERENCE SUPPORTERS:



PharmiWeb Solutions is an innovative online publisher and e-business solutions provider, targeting pharmaceutical and healthcare markets. They grow and support dynamic communities through online publications such as PharmiWeb.com, HospitalPharma.com and Detail-Direct.com. And, they build e-Business solutions to help organizations engage more effectively with their customers, and build their brands online.

For more information, please go to: <http://www.pharmiwebsolutions.com/>.



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Visit <http://www.pharmcast.com> and discover for yourself why it is so popular among professionals.



BioCrowd is an online networking site for scientists and other professionals who work in the life sciences. Built on a flexible and highly interactive social networking platform, BioCrowd offers its members "one-stop-shopping" opportunities for professional development, career advancement and improving business and scientific outcomes.

For more information, please go to: <http://www.biocrowd.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.

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RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"I loved the size and focus of this conference. Best peer conversation I've ever had at an event."

L. Lopez, Associate Director, Web Communications

GENZYME

"I came to get some case studies from leading companies that I could take back and relay to others to get social media started at our department statewide. I feel much more prepared to do this and my expectations are grounded in reality instead of theory."

S. Palmer, Director, Communications and Health Marketing

ALABAMA DEPARTMENT OF PUBLIC HEALTH

CONFERENCE SUPPORTERS:

brandchannel

Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

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Social Media Club is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

For more information, please go to <http://www.socialmediacub.org/>



Manhattan Research, a Decision Resources, Inc. company, is a global pharmaceutical and healthcare market research and strategic advisory firm and conducts annual research studies covering eHealth trends among healthcare professionals and consumers. For more information, please visit <http://www.manhattanresearch.com>.



BioJobBlog, authored by Clifford S. Mintz, PhD, offers its readers an insider's perspective on bioscience industry trends, business opportunities and career development strategies and opportunities for persons seeking employment in the pharmaceutical, biotechnology and medical devices/diagnostics industries. Incisive, unconventional and sometimes irreverent, BioJobBlog always "tells it the way it is" in the life sciences industry.

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PM360 is the premier, must-read monthly magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries. PM360 is the only journal that delivers practical how-to marketing information necessary for product managers/pharma marketing professionals to succeed in the complex and regulated healthcare environment.

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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
<http://doubletree1.hilton.com>

Wireless internet service will be provided free of charge in all meeting and sleeping rooms.

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the reduced rate of \$110/night.** Please call the hotel no later than April 15, 2011 to help ensure this rate and mention the "Advanced Learning Institute." We recommend that reservations be made early as rates are subject to availability.

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 Conference on "Social Media for Pharma Conference" 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 -- 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 March 3rd	Regular Pricing: Register with payment after March 3rd
Conference Only (May 3rd and 4th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
Conference Plus Two Workshops	\$1,999	\$2,399
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Conference Plus All Four Workshops - ALL ACCESS PASS!	\$2,299 BEST VALUE!	\$2,699
Conference Workbook Only (if not attending)	\$199.00* + \$20.00 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.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

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

M. Hudson, Senior Communications Executive

PUBLIC HEALTH AGENCY OF CANADA

"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



SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted pharma communications and marketing audience. Space is limited, so please call Amy at (773) 695-9400 x20, for more information.

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Four or more attendees, registering together, enjoy a savings of at least \$1,299! **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.

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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 18th) a refund will be provided less a \$295 administration fee. Registered participants who do not attend or who cancel two weeks prior to the conference or less (on or after April 18th) 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 CONFERENCE ATTENDEES:

"Overall, there were very interesting presentations!"

S. Lecour, Policy & Program Advisor

HEALTH CANADA

"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

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

A. Kaszowski, Web Producer

ST. JOSEPH'S HEALTH CARE, LONDON, ONTARIO



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:

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Human Resources · Healthcare · Strategic Planning · Marketing
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.

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- BMS
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- Abbott Labs
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- Merck & Company, Inc.
- Amgen
- Ohio State Univ. Med. Center
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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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SOCIAL MEDIA for PHARMA

How To Develop, Execute, And Evaluate Web 2.0 Strategies
To Engage Your Audiences And Drive Business Results

May 2 - 4, 2011 • Princeton, NJ

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the May 2011 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: How To Strengthen Your Brand Through Social Media Measurement, Monitoring And Analysis
 - Pre-Conference Workshop B: Social Media And Pharma -- Strategies For Securing Medical/Legal Approval
 - Pre-Conference Workshop C: 2011 - The Year Mobile Pharma And Healthcare Take Flight: How To Integrate Mobile Strategies Into Your Overall Marketing Mix
 - Post-Conference Workshop D: How To Blend Social Media With Your Traditional Pharma Communications Platforms
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