5th CONTENT MARKETING FOR LIFE SCIENCES

Find the Nexus for Content, Channels, Technology, Analytics and Compliance to Provide THE Integrated Customer Experience

Join the makers of the Digital Pharma Series™ as we explore the nuances of content marketing with our global network of life sciences experts.

A Snapshot of Our Speaking Faculty:

- Javier Boix, Senior Director, StoryLab, Corporate Communications, ABBVIE
- Sue Duvall, Head, North America Advertising and Promotion, BIOGEN
- Tim Howland, Associate Director, Head of Digital Communications, PFIZER, INC.
- Leo Londono, Customer Experience Lead, Digital Marketing and Strategy Director, ABBVIE
- Gulden Mesara, Vice President, Global Commercial and Health Communications, ABBVIE
- Javier Boix, Senior Director, StoryLab, Corporate Communications, ABBVIE
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We’ve Expanded the Digital Pharma Series™ Universe to Bring You Clear Insights Into:

- Creating a Service Sharing Center for commercial applications development and maintenance
- Better connecting specialty medicine with content strategy
- Leveraging storytelling to its maximum potential in a call to action
- Connecting content, channels and analytics to provide a more integrated customer experience
- Aligning the patient journey with your commercial strategy through content marketing
- Successfully utilizing social media to raise awareness in clinical research: the art of sequencing content development, promotion and engagement strategies
- Using a mobile content strategy to share content and connect with consumers
- Upgrading web content to the next level through the use of a web content management system to generate mobile apps
- Analyzing successful multichannel CMS strategies
- Identifying measurement techniques — assessing the KPIs that will accurately measure against your business goals

Sponsored By:

- Seismic
- Bigtincan
- #pharmacontent
- Life Sciences Customer Engagement
Dear Colleague,

This year we celebrate the 10th anniversary of Digital Pharma East. When we look back at the topics covered during the last 10 years, it's easy to see there have been incredible leaps made in the life sciences sector, including fundamental changes to the ways in which companies engage with their customers. Indeed, the customer base itself has shifted! Yet one area of huge significance has remained a priority, and is always ultimately tied to the ROI of an organization's products: the creation of high-quality content.

Who is your ultimate customer in 2016 and beyond? Physicians continue to be the major goal in engagement, education and access. However, providing a positive patient journey/experience has become a core value offering for marketing teams to emphasize, and the recent fundamental shift in how patients manage their health has wide-ranging implications for the evolution of the pharma business model.

As digital health develops into a commoditized product, pharma organizations are evolving from being product-oriented companies toward becoming solution providers. This progression impacts far more than how content is disseminated — it shapes how content is developed, designed, personalized, targeted and reviewed internally. It even influences the channels content is used on, the platforms it is shared through and the devices customers use to interface with it.

The diverse array of job titles and divisions that are now involved with content is a testament to the spread of digital throughout the life sciences industry. It also enforces the importance of and need for an event dedicated to content's continued value for brands. Such an immense subject warrants its own space to truly push the boundaries of excellence in this field, and that is where the 5th Content Marketing for Life Sciences conference comes into play.

Join me and some of the industry's foremost content marketing experts as we explore how to deliver a more integrated customer experience by connecting content, channels and analytics within your marketing strategy. Our speaking faculty will address an array of timely issues to help you better deliver the right content to the right person at the right time. By attending, you will learn how to:

- Gain customer insights by mapping your customers’ journey
- Identify new areas of content and preferred channels
- Develop content that empowers the engaged patient, moves beyond the patient hub and ultimately yields a positive patient experience
- Deliver customer behavior insights from digital analytics
- Shift your focus from your brand to your customer
- Recognize the role of the sales rep in today's business model; if sales reps are now a "channel," you must learn to engage the physician and integrate these channels
- Evaluate physician interfacing tools and strategies
- Pull it all together to design a new customer experience

This program is also of interest to:
- Marketing Service Providers
- Agencies: Digital, Content, Healthcare
- Interactive Marketing Providers
- Publications
- Technology Experts

Venue Information
Sonesta Philadelphia Rittenhouse Square | 1800 Market Street | Philadelphia, PA 19103

To make reservations please call 1-800-SONESTA (766-3782) and request the negotiated rate for ExL's December Meetings. You may also make reservations online at http://bit.ly/2aWjiVz. The group rate is available until November 10, 2016. Please book your room early as rooms available at this rate are limited.

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Thursday, December 1, 2016

8:00 Registration and Continental Breakfast
8:45 Chairperson’s Opening Remarks

9:00 INTRODUCTORY MINI WORKSHOP

9:00 WORDS + PICTURES: A CONTENT MARKETER’S GUIDE TO VISUAL CONTENT IN HEALTHCARE COMMUNICATIONS
All content — except for a few minor exceptions — is visual. As pharmaceutical marketers we must master the art of visual storytelling in this ever-changing landscape of delivery channels. In this session, you’ll learn practical tips for planning, organizing, delivering and optimizing visual content according to a user journey.

Key takeaways:
- Content must be created specifically for the user journey
- Marketers require a plan for effectively integrating design strategies into the content publishing process
- Healthcare storytelling is not a new concept — it is essential to human communications

Buddy Scalera, Senior Director, Content Strategy, THE MEDICINES COMPANY

10:15 CASE STUDY
DEVELOPING A GLOBAL HEALTH, COMMERCIAL AND BRAND STRATEGY: WHERE IS CONTENT IN THE MIX?
Gulden Mesara, Vice President, Global Commercial and Health Communications, ABBVIE

11:00 Networking Break

11:30 CASE STUDY
ESTABLISHING A RELATIONSHIP BETWEEN PATIENT SOLUTIONS AND MARKETING
- Bridging the gap between two very separated areas in the pharma space
- Managing the data behind patient engagement and interaction
- Developing patient-centric solutions
Yecheil Engelhard, M.D., Senior Director, Patient Technologies, TEVA PHARMACEUTICALS

12:15 CASE STUDY
SALES ENABLEMENT PLATFORMS: SOLUTIONS FOR MARKETING CONTENT MANAGEMENT, ANALYTICS AND COMPLIANCE
In today’s environment of strict regulation and reduction in spending for healthcare, the pressure to reduce operational costs, increase efficiency and provide greater value to the system is clear. Sales enablement and content automation platforms can optimize the buyer’s journey and provide marketers with solutions to collaborate on content creation across an organization. Marketing teams deliver on-brand, relevant and compliant collateral while sales teams develop and strengthen their customer relationships.

Andrew Cohen, Senior Product Marketing Director, Life Science, SEISMIC

1:00 Luncheon

2:00 CASE STUDY
BUILDING A DIGITAL CUSTOMER ECOSYSTEM TO ENSURE THE OPTIMAL CUSTOMER JOURNEY
- Crafting a business transformation strategy
- Analyzing customer experience in terms of customer acquisition, conversion and retention
- Exploring how digital marketing, social media, mobile and content marketing impact the overall customer experience
- Assessing the technology requirements for multichannel content
Leo Londono, Customer Experience Lead, Digital Marketing and Strategy Director, Pfizer, Inc.

2:45 CASE STUDY
ACTIVATING A CORPORATE STORYTELLING PARADIGM
The changing media landscape and dominance of social media and sharing platforms are driving an evolution of media creation and consumption behaviors. Brands have the opportunity to play an active role in shaping their narrative and impacting how external audiences perceive and interact with them by taking a storytelling approach, but implementing this cultural shift at a corporate level in a large, complex organization requires broad alignment and relies on three critical organizational shifts:
- From a traditional corporate comms model of information delivery to holistic and integrated storytelling
- From milestone-based general communication outputs to nimble and responsive audience engagement via a storytelling approach
- From internal silos producing independent narratives to a fully integrated communications function delivering a unified brand voice and story
Javier Boix will detail how the AbbVie StoryLab team is implementing an intelligence-based storytelling paradigm at AbbVie, and how other large companies can similarly trigger real alignment to drive their narrative.

Javier Boix, Senior Director, StoryLab, Corporate Communications, ABBVIE

3:30 Networking Break

4:00 CASE STUDY
TAKING CONTENT MARKETING TO THE NEXT LEVEL TO BUILD YOUR COMPETITIVE EDGE
- Benchmarking best practices from CPG industry
- Introducing winning principles for breakthrough therapy launch in an established category
- Transforming the marketing organization to meet evolving customer needs
- Being the change agent in the organization to step up marketing capability
- Developing multichannel campaigns targeting new audiences
Gizem Ozbay, Global Patient Marketing Lead, ABBOTT VASCULAR

Jennifer Burnham, Content Strategy and Engagement, Digital Center of Excellence, ABBOTT

4:45 CASE STUDY
SERVICE SHARING CENTER APPLIED TO PHARMA COMMERCIAL APPLICATIONS DEVELOPMENT AND MAINTENANCE
In this session, delegates will learn to create and maintain consistent, agile, efficient and reliable methodology to diagnose and resolve issues related to application development, performance, accessibility and functionality through the use of strong operational procedures and industry best practices.

Felipe Tilca, Operational Team Lead, ABBVIE

5:30 End of Day One
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:15</td>
<td>Continental Breakfast</td>
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<tr>
<td>9:00</td>
<td>Chairperson's Recap of Day One</td>
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<tr>
<td>9:15</td>
<td><strong>CASE STUDY</strong>&lt;br&gt;<strong>BUILDING COLLABORATIVE PARTNERSHIPS WITH PATIENTS IN RESEARCH: LESSONS LEARNED FROM THE DEVELOPMENT OF THE HEALTH eHEART ALLIANCE PATIENT POWERED RESEARCH NETWORK</strong>&lt;br&gt;The Health eHeart Alliance has co-designed and implemented research with patients, creating patient-friendly research teams and processes that protect patient centricity throughout the life of a study. The Health eHeart Alliance believes that patients should be involved in the research that matters to them! &lt;br&gt;<strong>Madelaine Faulkner, Department of Epidemiology and Biostatistics, UNIVERSITY OF CALIFORNIA, SAN FRANCISCO</strong></td>
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<td>10:00</td>
<td><strong>CASE STUDY</strong>&lt;br&gt;<strong>SOCIAL MEDIA AS A DISRUPTIVE FORCE IN ENGAGEMENT: WHERE DO WE GO FROM HERE?</strong>&lt;br&gt;The Role of Content Strategy in the Pharma Industry&lt;br&gt;With the introduction of new technologies, an ever changing marketing landscape and shifts in customer expectations, content strategy has quickly become a key component for marketing success. In fact, content is the conduit for creating deeper, more profitable customer relationships. Content strategy, according to Kristina Halvorson, is defined as the “creation, publication, and governance of useful, usable content.” Join the discussion as we delve into best practices for delivering content strategy in the Pharmaceutical industry. &lt;br&gt;<strong>Tracy Yedlin, Social and Mobile Lead, Customer Engagement and Marketing Innovation Team, TAKEDA PHARMACEUTICALS</strong></td>
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<td>10:45</td>
<td>Networking Break</td>
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<td>11:15</td>
<td><strong>CASE STUDY</strong>&lt;br&gt;<strong>CORPORATE CULTURE CAN BE A CONTENT MARKETERS TREASURE TROVE</strong>&lt;br&gt;Tap into your organizations’ culture to explore hidden treasures that can be a catalyst to help you bring more sizzle to life sciences in an authentic and creative way. Corporate culture is our way of life. It's not only how we conduct business, but it also tells the story of who we are, what we value and what differentiates us from our competitors. We'll review a few creative ways to unlock the full potential of your corporate culture narrative across an integrated marketing strategy including traditional, in-person, digital and social media. There is a plethora of rich and robust content waiting to be discovered and shared. Let’s take this journey together. &lt;br&gt;<strong>Lucy Abreu, Director of Corporate Communications, OTSUKA PHARMACEUTICALS</strong></td>
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<td>12:00</td>
<td><strong>CASE STUDY</strong>&lt;br&gt;<strong>REQUIREMENTS, STANDARDS AND PREFERENCES: SETTING UP SUCCESS IN THE DIGITAL WORLD</strong>&lt;br&gt;- Recognizing what is required versus what is preferred&lt;br&gt;- Working with marketing to set up standards&lt;br&gt;- Accounting for regulatory A&amp;P considerations in the global digital space&lt;br&gt;<strong>Sue Duvall, Head, North America Advertising and Promotion, MYLAN</strong></td>
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<td>12:45</td>
<td>Luncheon</td>
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<td>1:45</td>
<td><strong>BRIDGING THE ENGAGEMENT GAP: LEVERAGING CONSUMER MARKETING WITHIN THE ENTERPRISE</strong>&lt;br&gt;Companies face common challenges when trying to engage employees, hearing reasons such as “I'm too busy to share” to “I don't do social media”. Yet these same employees connect effortlessly in their personal lives through their digital devices, using apps and social sites to stay informed and engaged with the outside world. So how do internal communicators address the gap? Learn how applying some simple consumer marketing tactics can drive engagement within your organization. &lt;br&gt;<strong>Sarah Bluma, Practice Engagement Lead, UCB PHARMACEUTICALS</strong></td>
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<td>2:30</td>
<td><strong>PANEL</strong>&lt;br&gt;<strong>HOW TO DEVELOP A CONSISTENT SOCIAL STRATEGY AND MANAGE CONTENT WITHIN A REGULATED INDUSTRY</strong>&lt;br&gt;- Understanding jurisdictional restrictions on patient engagement via social media&lt;br&gt;- Determining and mitigating risks associated with responsibility for user-generated content and the lack of detailed regulatory guidance&lt;br&gt;- Navigating concerns regarding pharmacovigilance, monitoring, content solicitation, access to information and data security&lt;br&gt;- Establishing ways to help employees become storytellers&lt;br&gt;- Evaluating how to approach a crisis&lt;br&gt;- Assessing how and what technologies have helped your social strategy and content development&lt;br&gt;<strong>Sue Duvall, Head, North America Advertising and Promotion, MYLAN</strong>&lt;br&gt;<strong>Julissa Viana, Senior Director, Corporate Communications/Global Social Media, CELGENE CORPORATION</strong></td>
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<td>3:15</td>
<td><strong>CASE STUDY</strong>&lt;br&gt;<strong>CARRYING WEB CONTENT TO THE NEXT GENERATION: USING A WEB CONTENT MANAGEMENT SYSTEM TO GENERATE MOBILE APPS</strong>&lt;br&gt;Learn how Biogen used the Adobe Enterprise Manager (formerly Adobe CQ) as a self-service platform for generating mobile applications. Biogen's global affiliates are able to easily translate a basic application, change the features according to local regulatory requirements and get their apps published, allowing Biogen to reuse expensive web content and provide a great user experience. Tim Howland will address:&lt;br&gt;- Localization — both linguistic and regulatory&lt;br&gt;- Software stack — how Biogen built its system&lt;br&gt;- Accessibility — how Biogen made sure patients could use its apps&lt;br&gt;- Results — how it actually worked&lt;br&gt;<strong>Tim Howland, Associate Director, Head of Digital Communications, BIOGEN</strong></td>
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<td>4:00</td>
<td>Close of the 5th Content Marketing for Life Sciences Conference</td>
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TERMS AND CONDITIONS: By registering for an ExL Events ("ExL") event, you agree to the following set of terms and conditions listed below:

REGISTRATION FEE: The fee includes the conference, all program materials, and designated continental breakfasts, lunches and refreshments.

PAYMENT: Please make checks payable to "PMA" You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

**Please Note:** If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:

- **Four weeks or more:** A full refund (minus a $295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- **Less than four weeks:** A voucher to another ExL event valid for 12 months from the voucher issue date.
- **Five days or less:** A voucher (minus a $395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.

To receive a refund or voucher, please contact our offices at (201) 871-0474.

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Credit vouchers are valid for 12 months from date of issue. Credit vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is not applicable now or in the future. Once a credit voucher has been applied toward a future event, changes cannot be made. In the event of cancellation on the attendees’ behalf, the credit voucher will no longer be valid.

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