

4TH DIGITAL MARKETING IN LIFE SCIENCES SUMMIT

Focusing on New Digital Channels, Content Creation, and Data Acquisition to Improve Customer Personalization in a Fast-Paced and Competitive Digital Marketing Environment

SPEAKERS



Stefania Alvino
Omnichannel Marketing Director & Digital Orchestrator, Specialty Division
DAIICHI SANKYO



Yigal Aviv
Patient & Healthcare Experience Lead
PFIZER



Paul Bridgeman
External Partnerships & Paid Channels Lead
NOVARTIS



Jennifer Burnham
Group Manager, Global Digital Strategy
ABBOTT



Rebekah Carty
Associate VP, US Hematology Head of Field
TAKEDA



Ammar Feroz
Global Senior Manager, Digital Channel Marketing
MUNDIPHARMA



Danielle Fragen
Senior Brand Manager, Women's Health & Urology Marketing
ASTELLAS



Stephen Framil
Enterprise Digital Governance, Founder & Associate Director
MERCK



Lee Fulford
Marketing Manager, Complex Formulations
FRESENIUS KABI



Timothy Kimaru
GI Marketing
CIPLA



Milena Mitova
Director, Digital Marketing Data Enablement
NOVARTIS



Thomas Molenaar
Head of Digital Marketing
DECHRA PHARMACEUTICALS



Paulina Orczykowska
Global Business Product Owner
ROCHE



Tammy Owen
Global Oncology Digital Marketing Director
GLAXOSMITHKLINE



Colleen Raccioppi
Director, Digital Marketing
EXACTECH



Parker Richardson
VP, Omnichannel Operations
ASTELLAS



Adarsh Rodrigues
Lead, Multichannel Engagement & Digital Insights
NOVARTIS



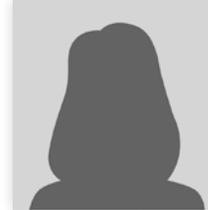
Samir Saleem
Associate Director, Social, Mobile, and ARVR Omnichannel Group
NOVARTIS



Melissa Saw
Director, Marketing Procurement
BAYER



Charlotte Thornton
Group Manager, Digital Transformation & Experience
ABBOTT



Rui Yang
Associate Director, Marketing Strategy
NOVARTIS

Click Here to Register

REGISTER



4TH DIGITAL MARKETING IN LIFE SCIENCES

Just when your marketing team thought they understood social networks, along came the Metaverse and short-format videos to reveal a whole new set of obstacles – and opportunities! And after years of chasing personalized data, are you starting to wonder if perhaps it even exists at all or if you would be better off prioritizing relevant data instead?

DGE's **4th Digital Marketing in Life Sciences Conference** provides you with unequalled depth and all-new case studies on building successful multimedia strategy and engaging with diverse audiences on new platforms. Join us February 15-16 for detailed investigations of key topics such as:

- Prioritizing digital accessibility
- Taking advantage of short-form video marketing – while complying with privacy regulations
- Identifying the strengths and weaknesses of VR technology
- Leading interested consumers into the Metaverse
- Protecting your marketing strategy against post-pandemic HCP burnout

WHO SHOULD ATTEND

- Marketing / Brand Marketing / Digital Marketing
- Global Marketing / Omnichannel Marketing
- Marketing Procurement
- Digital Experience / Digital Platform / Digital Strategy
- Data Strategy / Data Management
- Business Development & Strategy
- Communications
- Consumer Strategy
- Customer Engagement
- Commercial Excellence
- Social Media & Website Design
- Branding
- Product Management
- Publisher
- Global Partnerships
- Event Partnerships and Content



Prefer to register by phone or email?

Call 201 871 0474 or email
register@pmaconference.com

REGISTER



8:00 AM	Registration & Log In
8:45 AM	Chairperson's Opening Remarks
DATA QUALITY AND PERSONALIZATION	
9:00 AM	Prioritize Digital Accessibility on a Global Scale
<p>32 years after the Americans with Disabilities Act, the tenets of digital accessibility have become key design priorities and need to be harmonized with new initiatives for Environmental, Social & Governance (ESG) and Diversity, Equity & Inclusion (DEI). While the Web Content Accessibility Guidelines provide global standards, it can still be quite overwhelming for a globally-based pharma company to plan and adopt accessibility best practices all across its Information & Communication Technology landscape. This session focuses on the most important components of digital accessibility programs.</p> <ul style="list-style-type: none"> Clarify where digital accessibility sits within a large global company Map the steps to creating digital accessibility policy and governance Outline and differentiate the workstreams in your program Visualize a fully-accessible design ecosystem <p>Stephen Framil, Enterprise Digital Governance, Founder & Associate Director, MERCK</p>	
9:45 AM	Work Through the Trade-Offs Between Relevant and Personalized Content
<p>Many pharma companies find themselves questioning the importance of personalized data – or if it is even achievable at all. Are you better off emphasizing relevant data instead of personalized?</p> <ul style="list-style-type: none"> Recognize that companies are not actually doing differentiated messaging for several separate consumers Create a main message strategy that can be shared amongst consumers and apply channel segmentation to the message Discover if your company can benefit from a personalized messaging strategy or if they would be better off with a relevant business strategy <p>Paulina Orczykowska, Global Business Product Owner, ROCHE Parker Richardson, VP, Omnichannel Operations, ASTELLAS</p>	
10:30 AM	Break
10:45 AM	PANEL: Examine How Multiple Companies Create an Individualized Experience for the Consumer
<p>To create a personalized experience for the consumer, you must focus on content creation and the customer journey. Learn how to create intriguing content cards that showcase your company's strengths rather than sending out repetitive emails that get lost in translation.</p> <ul style="list-style-type: none"> Develop intricate strategies to assemble an individualized customer journey Benefit from the success stories from companies that know how to draw in consumers based on personalized marketing techniques Visualize and avoid common pitfalls and risks associated with personalizing consumer journeys <p>Rebekah Carty, Associate Vice President, US Hematology Head of Field, TAKEDA Colleen Raccioppi, Director, Digital Marketing, EXACTECH</p>	
11:30 AM	Determine How to Properly Use Collected Data to Enhance the Consumer Experience
<p>In order to create an accurate digital marketing strategy to specifically target the consumer, you must collect relevant data that will tell you exactly what your customers are interested in. Learning how to categorize this data is imperative to running a successful business.</p> <ul style="list-style-type: none"> Understand the need for data scientists and how they can be extremely beneficial to your company's success Determine which data is relevant and which data doesn't pertain to your company by learning how to accurately categorize incoming information Personalize by time of day, tone of conversation, and platform contact <p>Adarsh Rodrigues, Lead, Multichannel Engagement & Digital Insights, NOVARTIS Milena Mitova, Director, Digital Marketing Data Enablement, NOVARTIS</p>	

12:15 PM	Lunch
1:15 PM	Clarify the True Impact of Digital Marketing: Demand Driver, or Air Cover?
<ul style="list-style-type: none"> Identify the most reliable means and indicators for calculating the value of digital Gauge digital impact in HCP-focused marketing Weigh pros and cons of digital marketing strategies and outcomes <p>Jennifer Burnham, Group Manager, Global Digital Strategy, ABBOTT</p>	
UPGRADING MARKETING FOR NEW PLATFORMS AND TECHNOLOGIES	
2:00 PM	Your Avatar Doctor Will See You Shortly: The Future of Immersive Experiences in Pharma Interactions with Patients
<p>In 1992, author Neal Stephenson predicted "The virtual reality world will come to be as ubiquitous and important as the Internet is today." From a healthcare perspective, he was right. Digital transformation has created a vision of a more immersive, intimate, appealing medical experience where there will be a sense of community and support for those who need it the most. What impact will this brave new world have on how patients interact with drug companies and HCPs?</p> <ul style="list-style-type: none"> Review how patients can interact with doctors in virtual avatar form Prepare for a future that merges virtual interactions with real-time uploads of health data Understand what it will look like when telemedicine is taken to the next level <p>Yigal Aviv, Patient & Healthcare Experience Lead, PFIZER</p>	
2:45 PM	Break
3:00 PM	Capture Audience Attention Quickly in Short-Format Videos
<p>One of the biggest challenges associated with digital marketing is how to capture and keep the attention of an audience amidst all the noise that is happening online. The consumer's attention span is decreasing daily, so it is very worthwhile to capture their attention quickly.</p> <ul style="list-style-type: none"> Make your advertisements stand out among your competitors using short-form video marketing techniques Intrigue consumers by learning how to send the right message to the right person at the right time Encourage participation on social media channels to grow more involvement in your client base <p>Charlotte Thornton, Group Manager, Digital Transformation & Experience, ABBOTT</p>	
3:45 PM	Determine Which Emergent Channels to Invest in and Which are Momentarily Driving Attention
<p>New trends can easily catch consumer attention – but can you tell the difference between approaches that are momentarily rising in popularity, and those that will have lasting influence? Your team must be prepared to assess the risk factors associated with investing in an emergent channel, and determine whether it's a calculated risk that will benefit your company.</p> <ul style="list-style-type: none"> Evaluate the difference between emergent and traditional channels, and determine which ones are better investments Analyze the risk factors associated with the Emergent channels and keep a clear eye on their potential advantages Hear real-life case studies about the successes and failures of investing in traditional versus emergent channels <p>Paulo Amaral – Digital Transformation Executive – GSK (INVITED)</p>	
4:30 PM	Day One Concludes

8:00 AM	Registration & Log In
8:45 AM	Chairperson's Recap of Day One
9:00 AM	Identify the Strengths and Weaknesses of VR and AI Technology in Marketing Techniques

Creating VR and AI technology to market a product can be time consuming and costly. Do you know enough about the benefits – and pitfalls – of these emerging technologies to be able to include them in your marketing strategy?

- Discuss the financial limitations of VR technology and debate whether the cost would be beneficial to your pipeline
- Monitor how GSK and Bayer have made successful VR technologies that allow the pharmaceutical providers to experience what the consumers feel during a medical crisis and statistically see how it has benefited their company
- Examine ways to make specialized drugs easily marketable in a VR and Metaverse environment and what challenges are most seen in the technology industry

Thomas Molenaar, Head of Digital Marketing, **DECHRA PHARMACEUTICALS**

9:45 AM	Spark Consumer Interest by Delving into the Emergent World of the Metaverse
---------	--

In 2022 and continuing into 2023, there has been a significant surge in the popularity of the Metaverse, with companies such as Nike, Vans, and Adidas making high-profile gains. What lessons can pharma marketers learn from these innovators – and when will you be ready to start

- Incorporate the Metaverse into your company's marketing techniques and your consumer's daily
- Debate Metaverse strategies that bring the most relevance and engagement
- Decide whether entering the Metaverse would be beneficial to your company after gaining insight into the successes and failures of others

Stefania Alvino, Omnichannel Marketing Manager & Digital Orchestrator, Specialty Division, **DAIICHI SANKYO**
 Melissa Saw, Director, Marketing Procurement, **BAYER**

10:30 AM	Break
----------	--------------

WORKING WITH GLOBAL OMNICHANNEL MARKETS:

10:45 AM	Debate Whether a Global Omnichannel Marketing Model Should be Implemented in All Countries
----------	---

Omnichannel marketing has risen in popularity throughout recent years, and countries have been adjusting regulations to figure out ways to best benefit businesses. Are you well-positioned to anticipate and adapt to the coming regulations?

- Discuss how similar omnichannel regulations are likely to be across countries, and why this could potentially be a problem
- Implement different strategies to determine whether funding would be a challenge for omnichannel markets
- Keep your strategy flexible so it can learn from past mistakes

Samir Saleem, Associate Director, Social, Mobile, and ARVR Omnichannel Group, **NOVARTIS**
 Tammy Owen, Global Oncology Digital Marketing Director, **GLAXOSMITHKLINE**

11:30 AM	Grasp Intense Regulations in a Growing Global Industry
----------	---

Should omnichannel marketing be used globally, or should each country have its own regulations? Ensure that your company is prepared to answer this question by hearing from omnichannel marketing experts.

- Address how global content can be used across the world
 - Discuss global versus country omnichannel marketing strategies
 - Clarify privacy policy regulations for every state
- Paul Bridgeman, External Partnerships & Paid Channels Lead, **NOVARTIS**

12:15 PM	Lunch
----------	--------------

CULTIVATE BETTER RELATIONSHIPS BETWEEN HCPs AND CONSUMERS

1:15 PM	Insulate Your Marketing Strategy Against Unsustainable HCP Burnout
---------	---

Pandemic conditions led to greatly increased demand for digital marketing in healthcare. The many new requirements and scheduling issues facing HCPs began to impact their mental health and wellbeing. Since you may well need to work with these HCPs, it is in your interests to relieve some of the pressures they face.

- Realize that many HCPs struggle daily with mental health, and the burnout rates are increasing because of pressures around productivity
- Spotlight where responsibilities can be lifted from HCPs
- Acknowledge the unsustainable threat of rising burnout rates – and plan accordingly

Lee Fulford, Marketing Manager, Complex Formulations, **FRESENIUS KABI**

2:00 PM	PANEL: Target Marketing Strategies Toward HCPs
---------	---

"One size fits all" is an incorrect slogan when marketing to HCPs. Creating a specific strategy to win-over HCPs is imperative to your company's success.

- Ensure that you give HCPs material they want to engage in
- Stop spamming HCPs with emails, instead create a targeted outreach approach
- Improve internal company communication to ensure a reliable form of outreach

Rui Yang, Associate Director, Marketing Strategy, **NOVARTIS**
 Danielle Fragen, Senior Brand Manager, Women's Health & Urology Marketing, **ASTELLAS**
 Ammar Feroz, Global Senior Manager, Digital Channel Marketing, **MUNDIPHARMA**
 Timothy Kimaru, GI Marketing, **CIPLA**

2:45 PM	Conference Concludes
---------	-----------------------------

PRICING

Group

\$930

three or more

Individual

\$1,496

GET INVOLVED

DIVISION HEAD SALES



Contact for sponsorship opportunities

Amy Chapman

at 561-571-7687

or email:

achapman@dgeconfs.com

PRODUCTION DIRECTOR



Contact for speaking opportunities

Matt Greenbaum

at 973-928-8152

or email:

mgreenbaum@dgeconfs.com

DELEGATE SALES MANAGER



Contact to register

Victor Ruiz

at 561-880-4758

or email:

vruiz@dgeconfs.com

PARTNERS



REGISTER

