

From the Editors of FiercePharmaMarketing

FiercePharmaMarketing Forum

Evolving Pharmaceutical Marketing Strategies: Successful Methods As Prescribed by FiercePharma

Join us at the two-day, two-track program

Gain insights into the new innovations taking precedence in the pharmaceutical marketing world!

Featured Speakers



Elissa Johnsen,
Head of Product and Pipeline Communications,
TAKEDA



Shira Derasmo,
Head of Communications and Marketing,
HUMANA



Danielle Salowski,
Industry Manager, Healthcare,
FACEBOOK



Laurence Smith,
Global Marketing Executive Director,
MERCK



Dr. Julie Greely,
National Director – Health Economics and Outcomes Research, Medical Affairs,
ASTELLAS



Bryan Cohen,
Innovation Fellow,
PFIZER



Stephen Ranjan,
Executive Director – Global Marketing, Customer Solutions and Innovation,
MERCK



Stephanie Wenstrup,
Head of Consumer Marketing, Cardiovascular and Diabetes,
ASTRAZENECA



Megan Danielson,
Head of Healthcare,
GOOGLE



Sachin Kamal-Bahl,
Vice President and Head of the Global Health and Value Innovation Center,
PFIZER



Anthony Molloy, Esq.,
Vice President, Legal and Compliance, Deputy General Counsel,
PACIRA PHARMACEUTICALS



Gail Cohen,
Vice President, Patient Engagement,
ACORDA THERAPEUTICS

Featured Topics

Insightful Keynote Presentations Designed to Engage



- ▶ Rehabilitating the Industry's Image With Corporate Image Campaigns
- ▶ Secrets of a Successful Drug Launch: Drilling Down to the Key Factors
- ▶ Patient-Centric Marketing: What Does This Really Mean for Pharmaceutical Companies?

Digital Marketing: The Know-Hows



- ▶ Digital Intelligence: Revealing the Most Promising Tools for Building Products and Brands Online
- ▶ The Bigger Hope for AI: How to Best Use Tools Like Siri and Alexa

Upgrading Traditional Marketing



- ▶ Giving Creativity a Chance to Shine: Using Disease Awareness Campaigns to the Highest Potential
- ▶ Choosing the Face of Your Brand: How Can Companies Get This Right, and What Are the Risks for Getting It Wrong?
- ▶ Rise of the MSLS: How to Get the Most Out of Your Specialty Drugs

Working With New Regulations and Guidelines



- ▶ Off-Label Marketing: Digesting the New (and Forthcoming) Rules
- ▶ Should Drug Marketers Address the Drug Pricing Debate Head-On? How Drugmakers Can Successfully Circumvent the Industrywide Political Pricing Controversy
- ▶ The New Drug Pricing Trend: How Can Drugmakers Work With Payers to Be More Efficient and Discover Acceptable Pricing Levels?

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Dear Colleague,

It is our pleasure to welcome you to the inaugural FiercePharmaMarketing Forum, an event dedicated to showcasing the ways pharmaceutical marketing continues to evolve and the strategies marketers can use to stay at the forefront of innovation.

Increased global competition is presenting new challenges for pharma marketers every day as companies search for better and more efficient ways to sell their drugs. Now more than ever, they're going beyond the pill with clinical trial solutions and patient-centered assistance programs to set their meds apart.

This conference will examine the ways companies are incorporating both traditional marketing practices and cutting-edge technology in the face of changing regulations. Through the use of case studies, talks and panel discussions, our speaker faculty will put the industry's best practices on display. Come prepared to learn and interact with your peers to enhance your marketing capabilities.

We look forward to meeting with you in March!

Sincerely,

Tracy Staton

Tracy Staton
Editor-in-Chief, FiercePharma



VENUE

Crowne Plaza Times Square Manhattan
1605 Broadway
Between 48th and 49th Streets
New York, NY 10019

To make reservations, guests can call 1-888-233-9527 and request the negotiated rate for the **FiercePharmaMarketing Forum**. You may also make reservations online using the following weblink: <https://aws.passkey.com/go/FIE>. The group rate is available until **February 12, 2018**. Please book your room early, as rooms available at this rate are limited.

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WHO SHOULD ATTEND:

This conference is designed for professionals from pharmaceutical companies with responsibilities in the following areas:

- ▶ Marketing
- ▶ Digital Marketing and Communications
- ▶ Account Management
- ▶ Patient/Brand Marketing
- ▶ Communications and Development
- ▶ Market Strategy
- ▶ Consumer Engagement
- ▶ Commercial Strategy
- ▶ Strategic Marketing
- ▶ Social Media Strategy
- ▶ Content Marketing
- ▶ Multichannel Marketing
- ▶ Payer Marketing

This event is also of interest to agencies and other vendors that support those who work in marketing, communications, and public relations within the life sciences industry.

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Do you want to spread the word about your organization's solutions and services to potential clients attending this event?

Take advantage of the opportunity to exhibit, underwrite an educational session, host a networking event or distribute promotional items to attendees. ExL Events will work closely with you to customize a package that will suit all of your needs.

8:00 Registration and Continental Breakfast

8:45 Co-Chairpersons' Introduction
Tracy Staton, Editor-In-Chief, FIERCEPHARMA AND FIERCEPHARMAMARKETING
Carly Helfand, Senior Editor, FIERCEPHARMA AND FIERCEPHARMAMARKETING
Beth Snyder Bulik, Contributing Writer, FIERCEPHARMAMARKETING

9:00 **Google: Investing in Health, Wellness and Life Sciences**
 Google's involvement in healthcare and pharma goes back to its earliest days. Find out from the company's head of healthcare how machine learning, Big Data and cloud computing are growing and influencing pharmaceutical marketing. Learn about Google initiatives that are already making an impact.
Megan Danielson, Head of Healthcare, GOOGLE

9:45 **Drug Development and Innovation in a Pharmaceutical Company**
 As continuous innovation is one of the defining characteristics of a pharmaceutical company, learn how this ties in with marketing messages as a whole. Explore how drug development is ultimately tied in with marketing, corporate branding and innovation in a pharmaceutical company
Dr Amit Rakhit, Chief Medical and Portfolio Management Officer, OVID THERAPEUTICS

10:30 Networking Refreshment Break

11:00 **Rise of Unbranded: Making It Work for You**
 It's no secret that disease awareness campaigns face fewer regulatory restrictions and can give pharma marketers and their agencies more creative freedom along with the chance to be more like consumer marketing. However, unbranded also means no mention of the product. Find out from experts how to create arresting unbranded marketing campaigns that deliver results. Listen to some best-case examples from the industry.
Graham Goodrich, Vice President, Diabetes Marketing, BOEHRINGER INGELHEIM
Aimee Lenar, Vice President of Gastroenterology Marketing, ALLERGAN

11:45 **Fireside Chat: Allergan – Innovation in Marketing**
 From creative awareness campaigns to striking DTC campaigns, Allergan is one of the more forward-thinking pharma companies when it comes to marketing. Leading the charge is chief commercial officer Bill Meury. We'll find out from him how Allergan is thinking about marketing, how it has created goodwill with consumers through its social contract promise, and what's next for the company.

12:30 Networking Luncheon

Track A: Digital Marketing: The Know-Hows

Track B: Upgrading Traditional Marketing

1:30 **Panel: Moving Away From Traditional Direct Marketing to Doctors** 
 Thanks to time-crunched and wary physicians, opportunities for pharma sales reps are closing, leaving companies looking for new ways to reach doctors. Find out about innovative frameworks that can help pharma marketing teams enhance strategic thinking. Learn new ways to reach doctors and use data to analyze the most effective methods.
Laurence Smith, Global Marketing Executive Director, MERCK
Bryan Cohen, Innovation Fellow, PFIZER
Kevin Guthrie, President, HEALTHLINK DIMENSIONS

2:15 **Digital Marketing Pilots: Recruiting Life Cycle From Disease Community to Online Clinical Studies**
 While clinical study recruitment has shifted from traditional to digital in recent years, best practices and most effective tools are still being developed. Hear from the innovative, patient-focused Michael J. Fox Foundation about how to effectively involve disease communities in clinical trials and studies, and understand how patient engagement builds stronger drug development.
Kristin Demafeliz, Senior Associate Director, THE MICHAEL J. FOX FOUNDATION FOR PARKINSON'S RESEARCH

3:00 **Panel: Siri, Alexa and the Case for AI: Best Practices for Pharma** 
 Artificial intelligence is expected to have a huge impact on healthcare in the coming year, with digital assistants, voice-enabled services and customized treatment plans becoming commonplace. Find out how pharma can best use tools like Siri and Alexa as beyond-the-pill help for patients and learn about some of the big opportunities for pharma marketers to use artificial intelligence.
Stephen Ranjan, Executive Director – Global Marketing, Customer Solutions and Innovation, MERCK
John McCarthy, VP, Global Digital, ASTRAZENCA

Marketing Off the Beaten Track
 TV, print and digital are the price of entry for big drug marketing. But not every campaign has to be a blockbuster and not every medium has to be a costly mainstream vehicle. Where are some of the unexpected places – and the unexpected ways – that pharma companies are marketing their products and their company brands?
Yan Fossat, Senior Vice President, KCLICK LABS

Making the Most of Facetime in a Physician's Office
 Sales reps have a tougher and tougher time getting a foot in the door at physician offices, with a growing percentage of docs requiring appointments, barring samples, or closing their doors altogether. Find out what reps can do to scale those barriers, and how marketers craft materials and presentations that make reps' limited time with doctors more productive.

Panel: Choosing the Face of Your Brand 
 When it comes to picking a figure to represent a product, pharma companies have lots of options. How can companies use spokespeople—or, in some cases, spokescharacters—to get it right, and what are the risks of getting it wrong? This panel will explore what does, and what should, go into the decisions around choosing a face for a pharma brand.
Vic Noble, Global, Head of Brand Value, SHIRE
Angela Horstmann, Consumer Lead for U.S. Vaccines, GLAXOSMITHKLINE

3:45 Networking Refreshment Break

- 4:15 **Alternate Ways to Reach Doctors When the Door Is Closed**
Just because healthcare providers may shut the door to an in-person meeting doesn't mean pharma companies don't still need to reach them. Join us to discuss how messaging via digital channels—from in-office point-of-care communications for patients to using EHRs as a marketing tool—works best. Find out how marketers can build channels into home offices and what marketing techniques and educational materials are most effective in that environment.
Ezra Ernst, CEO, PHYSICIANS WEEKLY
- 5:00 **Case Study: Regeneron Virtual Reality** 
Regeneron Pharmaceuticals wanted people to “see” what it was like to have retinal disease, so they worked with their ad agency to create a virtual and augmented reality app called “In My Eyes.”
Natalie Mancuso, Senior Product Manager, Marketing, REGENERON
- 5:45 Day One Concludes

- The Evolution of the MSL**
More sophisticated specialty drugs require more complicated sales and launch efforts. Enter the medical science liaison, a key pharma employee today playing a bigger and more integrated role in pharma relationships with healthcare professionals. Find out what's behind the trend, and how to best employ MSLs.
Dr. Julie Greeley, National Director — Health Economics and Outcomes Research, Medical Affairs, ASTELLAS
- Building Internal Branding Before Going Public**
Before any external campaigns are created, it's important to line up internal efforts. Learn the best tactics to help get the most support and understand how to create enticing marketing messages inside your company. Find out from experts how to get colleagues motivated to continue backing older brands.
Shae Maughmer, Senior Director, Global Marketing Hematology, SHIRE

8:00 Registration and Continental Breakfast

Track A: Working With New Regulations and Guidelines

- 8:45 **Panel: Off-Label Marketing: Interpreting the New (and Upcoming) Rules** 
Off-label marketing is a lightning rod in the industry. Even as pharma has recently prevailed in free-speech legal battles concerning off-label marketing, everyone is wondering what's next as the FDA continues to review its off-label marketing guidelines. Find out how drugmakers are navigating the new environment and working to get off-label information to physicians and payers.
Anthony Molloy, Esq., Vice President, Legal and Compliance, Deputy General Counsel, PACIRA PHARMACEUTICALS
- 9:30 **Talking Cents in Pharma? Addressing the Pricing Backlash**
With drug pricing in the news regularly and high-deductible insurance plans exposing consumers to the costs of their meds, dollars and cents have become a very real pitfall—or is it an opportunity? Learn how drug marketers are addressing the cost debate, for instance, by earning goodwill with copay assistance programs and discount cards. Find out other ways drugmakers are working to successfully manage the public, and often political, pricing controversy.
Robby Zirkelbach, Executive Vice President, PhRMA

Track B: Successful Campaigns

- Case Study: Takeda IBD Comics — The Unbeatables** 
Takeda won kudos for its graphic novel, released in chapters over more than a year, that showed how superheroes battled their IBD. Hear about how this series came about and what results it got.
Elissa Johnsen, Head of Product and Pipeline Communications, TAKEDA
- TV: What Is It Good For?**
Even as TV viewing audiences decline, television remains the pharma industry's largest media channel. Find out how and where TV works best for pharma marketing and learn how to increase return on investment with combined TV and digital media strategies. Listen in on the debate: to TV or not to TV?

10:15 Networking Break

- 10:45 **Value-Based Agreements and Contracts**
Outcomes contracts are an up-and-coming trend throughout the industry. Find out how drug pricing is evolving with the onset of value-based agreements and how common these contracts are. Learn from experts about the role pharma plays in value-based agreements.
Sachin Kamal-Bahl, Vice President and Head of the Global Health and Value Innovation Center, PFIZER
- 11:30 **It's All About the Strategy**
Pharma marketing presents particular challenges because of its regulated environment, and effective strategies differ from typical consumer marketing plans. Find out how marketers and their agencies plan within those barriers—and push against them (legally, of course) to optimize creative approaches and find fresh approaches to physicians and patients.
Catherine London, Executive Vice President, Corporate Communications and Investor Relations, BIOASIS TECHNOLOGIES

- Case Study: GSK and Meningitis B: Creating a Mom Connection** 
GlaxoSmithKline faced the dual challenge of raising awareness of meningitis B while also encouraging parents to ask about its branded Bexsero vaccine for teens and young adults. Using a combination of branded and unbranded work, GSK created continuity across both with themes around moms. This case study will address the challenges in marketing vaccines as well as engaging in creative thinking across branded and unbranded advertising.
Angela Horstmann, Consumer Lead for U.S. Vaccines, GLAXOSMITHKLINE
- Diabetes Marketing: Breaking Through in a Crowded Field**
This diabetes marketing industry is one of the most competitive in branded drugs. Learn how companies are creating campaigns that make a strong case for their meds over their rivals. Find out how diabetes giants do it—and what other marketers can learn about building their brand awareness in their own competitive spaces.
Stephanie Wenstrup, Head of Consumer Marketing, Cardiovascular and Diabetes, ASTRAZENCA

12:15 Networking Luncheon

1:15 Creativity: Going Beyond Bike Rides and Beach Walks
Pharma may be confined by regulations, but that doesn't preclude creative and compelling work. Explore pharma creativity thinking that goes beyond TV to innovative holistic campaigns that put patients and care at the center.

2:00 Panel: Digital Intelligence: Tech Companies Discuss New Tools and Techniques
Pharma digital marketing communications have come a long way, but some companies are still reticent to be first movers when it comes to the latest tools and techniques. Social media and digital experts from big brands in digital tech will discuss and debate the most effective tools pharma should already be using, and reveal the most promising tools on the horizon for building pharma brands online.

Danielle Salowski, Industry Manager, Healthcare, FACEBOOK
Michel Ballard, Head, CONDE NAST HEALTH
Senior Executive, TBD, BUTLER/TILL

2:45 Networking Break

3:15 Engaging Patients in the Pharma Marketing Process
Patient-centric marketing is a hot buzzword, but what does it really mean for pharma companies? Learn about what marketers do to find and cultivate relationships with patients in their disease areas so that they can get feedback on products and messaging to create more informed campaigns.

Gail Cohen, Vice President, Corporate Communications, ACORDA THERAPEUTICS

4:00 Corporate Image and Branding: The Power of Your Own People
Consumers are looking less to advertising and mainstream media and look more to personal recommendations and the internet to make decisions about the doctors they choose and the companies they trust. When looking for the best brand ambassadors, pharma companies should look to engage employees, customers and partners who are equipped with authentic, emotional stories that can generate attention and shape opinions. Find practical ideas and case examples of how to equip these influential stakeholders to inspire perception changes about a brand with relevant and authentic messages.

Shira D'Erasmo, Head of Communications and Marketing, HUMANA

4:45 Closing Remarks

5:00 Forum Concludes

Registration

Registration Fees for Attending ExL's FiercePharmaMarketing Forum

EARLY BIRD PRICING – Register by January 19, 2018

Pharma:	\$1,795
Solution Provider:	\$2,195

STANDARD PRICING – Register After January 19, 2018

Pharma:	\$1,995
Solution Provider:	\$2,395

ONSITE PRICING

Pharma:	\$2,095
Solution Provider:	\$2,495

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Questions? Comments?

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