

# 2<sup>nd</sup> Maximizing Relationships with NURSE PRACTITIONERS & PHYSICIAN ASSISTANTS Summit

**Are you Reaching this 750M+ Prescriptions Market?**

February 23-24, 2012 | Hyatt at the Bellevue | Philadelphia, PA



**Our Esteemed Faculty Includes the Following:**

**Conference Co-Chairs:**

**Erin Kingshill**, Medical Education, **ELI LILLY & CO.**

**Patricia MacDonald**, RN, NP, Associate Director Clinical Science, **TAKEDA GLOBAL RESEARCH AND DEVELOPMENT, INC.**

**Faculty:**

**Beth Davis**, Product Manager, DEXILANT Professional Strategy, **TAKEDA PHARMACEUTICALS NORTH AMERICA, INC.**

**Mark Fosdal**, PA, Medical Science Liaison, **CEPHALON**

**Michael Fowler**, Consultant, Customer Innovation Group, **ELI LILLY & CO.**

**Gerry Grega**, PA-C, DFAAPA, PSPA Board of Directors, Reimbursement Chair, Liaison to Dept's of Education and **HEALTH AAPA FEDERAL AFFAIRS**

**Audrey Kleet**, RN, MS, ACNP-BC, CCRN, CCTC, CHFN, Gagnon Cardiovascular Institute, **ATLANTIC HEALTH SYSTEMS**

**Sheila Komara**, Senior Medical Science Liaison, Global Clinical Research and Development, **HOSPIRA**

**Elizabeth Kupferer**, PhD, Director, Medical Affairs, **SEQUENOM**

**David Mittman**, PA, President, **CLINICIAN1**, Past-President NY State Society of Physician Assistants, Past BOD member AAPA

**Steven Valliere**, PharmD, MS, Associate Director, ADHD Medical Science Liaison, **SHIRE**

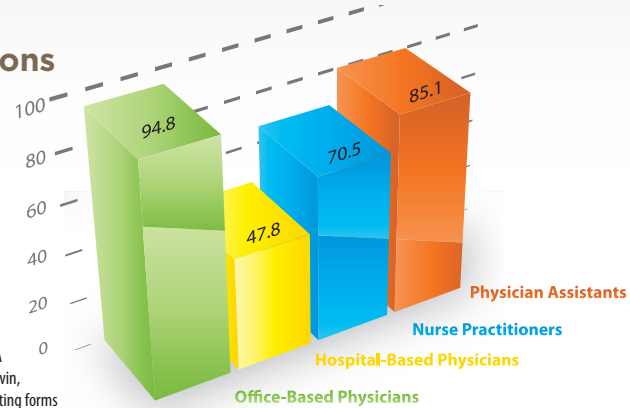
**Deborah Williams**, CRNP, PhD, Professor, **THE UNIVERSITY OF TEXAS MEDICAL SCHOOL AT HOUSTON**

**Sponsor:** **Participating Organizations:**



**NPs & PAs** combined are writing more prescriptions a week than MDs as well as giving out on samples on average to 3-4 patients a day

**Average Prescriptions Per Week Chart**



Source: PSA/HPSA and NP/PA Promotional Audits, Scott-Levin, biannual demographic reporting forms

**Top Reasons to Attend the Maximizing Relationships with NP & PA Summit**

- ✓ Understand the changes in the healthcare delivery system and the expanding roles of NPs & PAs including their prescribing habits
- ✓ Learn directly from NPs & PAs during our interactive panels and roundtables on what they would like to see in outreach and marketing from the pharmaceutical industry
- ✓ Take away a better understanding on improving relationships with NPs & PAs to maximize opportunities

## 2<sup>nd</sup> Maximizing Relationships with NURSE PRACTITIONERS & PHYSICIAN ASSISTANTS Summit

### MISSION STATEMENT:

To provide a platform for the pharmaceutical industry to interact with NPs and PAs while discovering new ways to market to this substantial segment.

Dear Colleague,

Nurse Practitioners and Physician Assistants comprise one of the largest growing groups of Healthcare Providers in the United States. These clinicians are seeing patients in increasing numbers. We are pleased to announce that ExL Pharma will be hosting its 2<sup>nd</sup> Maximizing Relationships with Nurse Practitioners and Physician Assistants Summit on February 23-24, 2012 in Philadelphia, PA.

During the program last year we learned that in many areas of the country NPs & PAs are the primary care givers in both rural and urban areas. We also learned that the NP & PA clinician wants to learn about new therapies and receive information that can be used in their daily practice. As a result, those in attendance discovered different methods to market and reach out to NPs & PAs.

This year's event will dive even deeper and explore strategies to address the needs of NPs & PAs while allowing the pharmaceutical industry to discover new ways to maximize relationships with this vital group of practitioners. This conference features sessions including a day in the life of an NP & PA, how to improve relationships, share educational objectives, and new ways to build and maintain positive relationships. In addition, this event features two case studies and a town hall session where delegates will be able to receive first hand information from NPs & PAs.

We are very excited to bring these two worlds together! We look forward to seeing many old friends and making just as many new ones.

Please join us in Philadelphia!

Sincerely,

Patricia A. MacDonald

Patricia A. MacDonald, RN, NP  
Manager, External Research, ,  
Medical and Scientific Affairs,  
Takeda Pharmaceuticals North America, Inc.

Erin Kingshill

Erin Kingshill, Pharma. D  
Customer Care Consultant,  
ELI LILLY & CO.

### Venue Information:

#### HYATT AT THE BELLEVUE, PHILADELPHIA

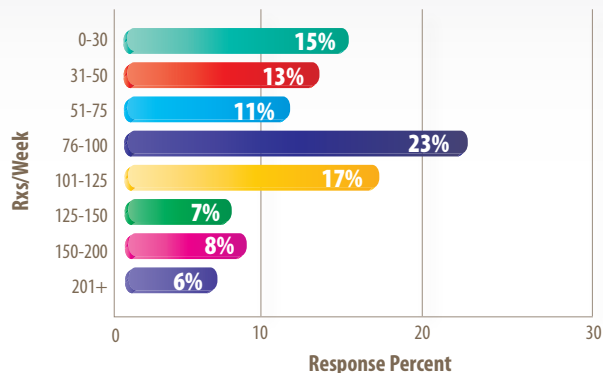
200 South Broad Street, Philadelphia, Pennsylvania, 19102 USA

Phone: 1 (888) 421-1442

The city is yours to discover from Hyatt at The Bellevue. From the historic Liberty Bell and Independence Hall to the Museum of Art and Eagles games at Lincoln Financial Field, you'll find a wealth of attractions close to our Center City Philadelphia hotel.

**Room Reservations:** If you require overnight accommodations, please contact the hotel to book your room. ExL Pharma has reserved a block of rooms at a discounted rate for conference participants. We encourage conference participants to make reservations by **February 1<sup>st</sup>, 2012** at our designated venue as our discounted room rates are limited. To make reservations online, please visit: <https://resweb.passkey.com/go/exlpharma1>

62% of all respondents prescribed more than 75 prescriptions per week; 38% more than 100 per week



Source: PAs-Clinician1 survey 2011

This conference is designed for pharmaceutical, biotechnology, specialty pharma, generic, medical device, and additional life science colleagues whose responsibilities include:

- ✓ Health Care Practitioner Marketing
- ✓ Health Care Practitioner Sales
- ✓ Product/Brand Marketing
- ✓ Consumer Marketing
- ✓ Relationship Marketing
- ✓ Marketing Operations
- ✓ Sales Operations
- ✓ Sales Effectiveness
- ✓ Digital Marketing
- ✓ eMarketing
- ✓ eBusiness
- ✓ Integrated Solutions
- ✓ Medical Science Liaisons
- ✓ Nurse Practitioners
- ✓ Physician Assistant
- ✓ Legal & Regulatory

This conference is also of interest to:

- ✓ Medical Communications Companies
- ✓ Marketing Service Providers
- ✓ Interactive Agencies
- ✓ Clinical Publications
- ✓ Marketing Consultants
- ✓ Medical Education Companies

**8:00 Registration and Continental Breakfast for Workshop attendees**

**9:00 Understanding The Nurse Practitioner and Physician Assistant Workshop:**  
*Maximize relationships by understanding the job-nature of NPs & PAs including daily operational goals, and key contributors to the health care system*

- ✓ Defining who NPs & PAs are and where they practice
- ✓ Reviewing the statistics of how many NPs & PAs are practicing in the US
- ✓ Define when pharma started to interact with NPs & PAs and how this outreach has grown
- ✓ What states carry unique restraints for NPs & PAs such as they inability to prescribe
- ✓ Understanding the demographic trends of NPs & PAs
- ✓ Exploring the PA practice
- ✓ Successful do's & don'ts when marketing to NPs & PAs
- ✓ Exploring why it is difficult to track NP & PA prescribing habits
- ✓ What is in-store for the NP & PA position in the future and how will it affect pharma?

David Mittman, PA, President, **Clinician1**,  
 Past-President, **NEW YORK STATE SOCIETY OF PHYSICIANS ASSISTANTS**, Past BOD member **AAPA**

**10:30 30-minute networking and refreshment break**

**12:00 Luncheon for Workshop Attendees and Registration Opens for Main Conference**

## Main Conference Begins

**1:00 Co-Chair's Welcome and Setting the Groundwork: Defining a Nurse Practitioner and Physician Assistant**

- ✓ The history of NPs & PAs and exploring their prescribing habits in the US
- ✓ Defining when NP & PA numbers started exponentially growing and their major contribution to the health care system

Patricia A. MacDonald, RN, NP, Manager, External Research, Medical and Scientific Affairs, **TAKEDA PHARMACEUTICALS NORTH AMERICA, INC.**

Erin Kingshill, PharmaD, Customer Care Consultant, **ELI LILLY & CO.**

**1:30 Exploring the Role of the NP & PA: Helping Pharma Understand the Dynamic of Working with NP & PA Prescribers**

- ✓ What is the day-in-a-life of an NP & PA and what struggles or issues arise daily
- ✓ Hear NP & PA goals and how pharma can help them put patients first
- ✓ Exploring the evolution of NPs & PAs with specializations
- ✓ Understanding the needs of NPs & PAs and answer how can pharma help make life easier?
- ✓ Defining the value NPs & PAs bring to patients in "white spaces"
- ✓ Understanding patient satisfaction levels with the work NPs & PAs do

Audrey Kleet, RN, MS, ACNP-BC, CCRN, CCTC, CHF, Gagnon Cardiovascular Institute, **ATLANTIC HEALTH SYSTEMS**

Michael Fowler, Consultant, Customer Innovation Group, **ELI LILLY & CO.**

**2:15 A Look at Pharma: NPs & PAs Discuss Pharma's Influence on their Practice**

- ✓ What are the methods pharma currently uses to communicate and how do NPs & PAs want it to evolve
- ✓ What resources do NPs & PAs use to provide better care
- ✓ How can pharma help NPs & PAs goal of improving patient care and outcomes
- ✓ Developing patient adherence programs for NPs and PAs to use with patients

Barbara J. Lopez, PA-C, President, **NEW JERSEY STATE SOCIETY OF PHYSICIAN ASSISTANTS**

Deborah Williams, CRNP, PhD, Professor, **THE UNIVERSITY OF TEXAS MEDICAL SCHOOL AT HOUSTON**

Susan Schrand, MSN, CRNP, Executive Director, **PENNSYLVANIA COALITION OF NURSE PRACTITIONERS**

**3:00 Networking & Refreshment Break**

**3:30 Improve the Relationships Between Industry and NPs & PAs**

- ✓ Understanding interaction between NPs & PAs at all levels including academic and private practice
- ✓ Discovering ways to help NPs & PAs in their practices
- ✓ Learning how to provide NPs & PAs with medical information materials
- ✓ Understanding the need for pharma provided CME education

Patricia A. MacDonald, RN, NP, Manager, External Research, Medical and Scientific Affairs, **TAKEDA PHARMACEUTICALS NORTH AMERICA, INC.**

**4:15 Maximizing Outreach: Pharma Bridging the Gap**

- ✓ Helping administration understand how beneficial marketing to NPs & PAs is
- ✓ Developing a research plan for pharma to connect with NPs & PAs
- ✓ Defining how to reach the NPs & PAs and not the end buyer doctors
- ✓ Understanding how important education really is
- ✓ Defining communication outreach through support services, education, and consultations
- ✓ Understanding the regulatory guidelines in an outreach practice
- ✓ Understanding internal and external approaches for outreach to NPs & PAs
- ✓ Defining what communication channels NPs & PAs respond to regularly

Sheila Komara, Senior Medical Science Liaison, Global Clinical Research and Development, **HOSPIRA**

**5:15 Day One Concludes**

## 8:00 Continental Breakfast

### 9:00 Co-Chair's Opening Remarks and Day One Recap

Patricia A. MacDonald, RN, NP, Manager, External Research, Medical and Scientific Affairs, **TAKEDA PHARMACEUTICALS NORTH AMERICA, INC.**  
Erin Kingshill, Pharm.D., Customer Care Consultant, **ELI LILLY & CO.**

### 9:15 Exploring Pharma's Educational Objectives in Communicating with NPs & PAs

- ✓ Understanding the importance of viewing Nurse Practitioners (NP) and Physician Assistants (PA) as emerging and/or current Key Opinion Leaders (KOL) in their therapeutic areas
- ✓ Explore ways to initiate valuable scientifically based relationships with NPs and PAs
- ✓ Provide examples of MSL and Medical Affairs value activities involved in relationship building with NPs and PAs

Elizabeth Kupferer, PhD, Director, Medical Affairs, **SEQUENOM**

### 10:00 Examining the Role of the MSL, i.e. Scrip Writing Influencers, Specific to NPs & PAs

- ✓ What is the role of the MSL in educating NPs & PAs about a product and its benefit within the context and busy nature of their job
- ✓ Understanding how the MSL operates in today's arena with the new compliance guidelines.
- ✓ How the MSL can educate the NPs and PAs about a product with full disclosure
- ✓ Maximizing the MSLs in fostering good long term relationships and successes with NPs & PAs

Steven Valliere, PharmD, MS, Associate Director ADHD Medical Science Liaison, **SHIRE**

## 10:45 Networking & Refreshment Break

### 11:15 How Interactive Online Communities Can Empower NP & PA Prescribers

- ✓ NPs & PAs seek ways to collaborate with others and learn from their peers
- ✓ Providing online communities for informal discussion between NPs & PAs, companies can enable around the clock engagement with NP & PA prescribers
- ✓ Cultivating this discussion amongst peers, companies influence NPs & PAs to actively discuss their therapeutic areas and collaborate with others about better patient care

Lance Hill, CEO, **WITHIN3**

### 12:00 Case Study: Scientific Exchange Session

*This presentation will highlight scientific exchange with NPs and PAs. During this session MSL and NPs & PAs openly discuss education, trends in treatment, and create a two way learning environment.*  
Mark Fosdal, PA, MSL, **CEPHALON**

## 12:45 Lunch

### 1:45 Case Study: Developing an Outreach Program by Research & Development

*The rising prevalence of Advance Practice Clinicians is an opportunity for the Pharmaceutical Industry to support this important clinician group and improve patient outcomes. This presentation will highlight how Lilly USA used a research approach to understand how they can become a meaningful part of NPs & PAs everyday life.*

Erin Kingshill, PharmaD, Customer Care Consultant, **ELI LILLY & CO**

### 2:15 PANEL Session: What is Pharma Doing Wrong or Right With Its Outreach?

*This discussion will allow delegates and faculty to ask the tough questions directly to NPs & PAs who are practicing clinicians and prescribers. This session will bring to light issues that are affecting NPs & PAs as well as allow pharma to get a better understanding of how they can help NPs & PAs in their practice.*

**Possible Session Questions:**

- ✓ How can Pharma communicate to you, as an NP or PA, as well as to your colleagues, better?
- ✓ What do you wish Pharma was doing in terms of outreach and relationship building?
- ✓ Are the lines of communication open for NPs & PAs to connect with Pharma?
- ✓ What do you think Pharma should be doing to maximize the relationship?

**Moderator:**

Erin Kingshill, Pharm.D., Customer Care Consultant, **ELI LILLY & CO**

**Panelist:**

Gerry Grega, PA-C, DFAAPA, PSPA Board of Directors, Reimbursement Chair, Liaison to Dept's of Education and **HEALTH AAPA FEDERAL AFFAIRS**

Audrey Kleet, RN, MS, ACNP-BC, CCRN, CCTC, CHFN, Gagnon Cardiovascular Institute, **ATLANTIC HEALTH SYSTEMS**

Barbara J. Lopez, PA-C, President, **NEW JERSEY STATE SOCIETY OF PHYSICIAN ASSISTANTS**

Susan Schrand, MSN, CRNP, Executive Director, **PENNSYLVANIA COALITION OF NURSE PRACTITIONERS**

### 3:15 Co-Chair Closing Remarks

- ✓ Exploring the take away from the meeting
- ✓ What steps are you going to take to maximize relationships with NPs & PAs

Patricia A. MacDonald, RN, NP, Manager, External Research, Medical and Scientific Affairs, **TAKEDA PHARMACEUTICALS NORTH AMERICA, INC.**

Erin Kingshill, Pharm.D., Customer Care Consultant, **ELI LILLY & CO.**

## 3:30 Conference Concludes

**"The conference, speakers and topics were great"**

Jill Werry, Associate Director, Strategic Alliances, **NOVARTIS**

**"Very good! The conference met my expectations"**

Debbie Kaufman, Senior Manager, Corporate Communications, **OTSUKA**

## Registration Fees for Attending ExL's

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### EARLY BIRD PRICING

Register by Friday, January 13, 2012 to  
Take Advantage of Early-Bird Pricing:

Conference + Workshop \$1995  
Conference Only \$1695

### STANDARD PRICING

Register After Friday, January 13, 2012:

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### ONSITE PRICING

Conference + Workshop \$2295  
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### Group Discount Program:

#### Save 25% Per Person when Registering Four

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#### Save 15% Per Person when Registering Three

Can only send three? You can still save 15% off of every registration. To find out more on how you can take advantage of these group discounts, please call 866-207-6528.



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**Yes!** Register me for the Conference and Workshop

**Yes!** Register me for the Conference only

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PLEASE MENTION PRIORITY CODE:  
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### FIVE EASY WAYS TO REGISTER

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**Two: FAX**  
(253) 663-7224

**THREE: E-MAIL**  
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