

2ND HEALTHCARE AD-TECH & PROGRAMMATIC STRATEGY

Leverage Programmatic and Advanced Ad-Tech Strategies to Effectively Target and Reach Patients and HCPs **SUMMIT**

August 7-8, 2017 – Hilton Philadelphia at Penn's Landing – Philadelphia, PA

Featured Speakers



Andrew J. Moore
Manager Global Multichannel Strategy, Global Marketing and Commercial Operations, **ABBVIE**



Meredith Guerriero
Director of Healthcare, **FACEBOOK**



Isabel Silva
Head of Global Digital Strategy and Solutions, **NOVARTIS ONCOLOGY**



Brendan Riordan-Butterworth
Director, Technical Standards, **INTERACTIVE ADVERTISING BUREAU**



Brad Weltman
Vice President, Public Policy, **INTERACTIVE ADVERTISING BUREAU**



Nikki Wegner
Regional Director, Brand Partnerships, **FOURSQUARE**



Meredith Herman
Digital Marketing Director US Consumer Healthcare, **GLAXOSMITHKLINE**



Lawrence Montgomery
Senior Director, National Advertising, **KAISER PERMANENTE**



Lindsey Dunn
Director, Marketing Solutions, **AMERICAN HOSPITAL ASSOCIATION**



Mona Baset
Assistant Vice President, Digital Marketing and Analytics, Corporate Communications, Marketing and Outreach **CAROLINAS HEALTH SYSTEM**

Attendee Benefits

1. **Learn** basic and advanced programmatic and ad-tech implementation techniques from leading healthcare marketers and digital experts
2. **Hear** challenges, opportunities, best practices and guidelines for targeting HCPs and patients in the utilization of healthcare programmatic advertising, from healthcare, pharma and digital marketing leaders throughout the US
3. **Understand** complex issues healthcare marketers are facing in programmatic, including ad fraud, ad blockers, accuracy in reporting and billing, privacy, and compliance
4. **Network** with innovative digital marketing and advertising agencies, pharmaceutical and healthcare industry marketers, and digital publishers who can provide best practices for overhauling marketing strategies
5. **Explore** platform and device-specific programmatic strategies for wearables, mobile devices and desktop computers

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2ND HEALTHCARE AD-TECH & PROGRAMMATIC STRATEGY SUMMIT

Dear Colleague,

To be a leader in today's competitive economy, targeting and retaining a specific consumer base is essential to the continued strength of a brand or product. While marketers and consumers have shifted toward digital utilization, the healthcare industry has yet to adapt. Programmatic advertising is a critical tool other consumer-focused industries use to effectively create awareness and optimize marketing opportunities, and early adopters have seen positive results. But challenges regarding patient privacy concerns and a lack of understanding of this technology have created a need for experts who can usher healthcare into the digital marketing era.

The **2nd Healthcare Ad-Tech & Programmatic Strategy Summit** is designed for advertising, marketing, digital and branding professionals from health systems, pharmaceutical companies, insurance providers, drug manufacturers, pharmacies, publishers and agencies to gather and discuss common challenges in the implementation of digital innovations.

Join us for this two-day educational event to learn strategies for enhancing your audience engagement and virtual advertising and network with leading marketers, industry professionals and decision-makers to collaborate on joint ventures.

We look forward to meeting you this June!

Sincerely,

Koray Ozkal

Koray Ozkal

Conference Production Director

ExL Events, a Division of Questex, LLC



VENUE

**Hilton Philadelphia at Penn's Landing
201 South Columbus Blvd.
Philadelphia, PA 19106**

To make reservations please call 1-800-HILTONS (445-8667) and request the negotiated rate for **ExL's 2nd Healthcare and Ad-Tech Summit**. You may also make reservations online at <http://bit.ly/2pCZVYv>. The group rate is available until **July 17, 2017**. Please book your room early as rooms available at this rate are limited.

**ExL Events is not affiliated with Exhibition Housing Management (EHM)/Exhibitors Housing Services (EHS) or any third-party booking agencies, housing bureaus, or travel and events companies. In the event that an outside party contacts you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at info@exlevents.com. ExL has not authorized these companies to contact you and we do not verify the legitimacy of the services or rates offered. Please book your guest rooms through ExL's reserved guest room block using the details provided.*

WHO SHOULD ATTEND

This conference is designed for representatives from health systems, pharmaceutical companies, insurance providers, publishers, pharmacies and drug/device manufacturers with responsibilities in the following areas:

- Digital/Content Marketing/Advertising
- Programmatic Sales/Strategies/Implementation
- Marketing
- Advertising
- Brand/Product/Content Management Strategy
- eMarketing
- Media
- Digital/Electronic Media
- Digital Strategy/Solutions
- Sales
- Global Accounts
- Shopper Marketing
- User Experience Design
- Mobile Strategy
- E-Commerce

This conference is also of interest to:

- Healthcare Marketing/Advertisement Agencies
- Healthcare Publishers
- Targeting/Data Analysts
- Technology Providers
- Media Publishing Service Providers
- Digital Advertisement/Strategy Agencies
- HIPAA Compliance Consultants
- Programmatic Marketplace Access Providers

DO YOU WANT TO REACH THE AUDIENCE AT THIS EVENT?

Do you want to spread the word about your organization's solutions for potential clients and prospects onsite and online? Take advantage of the opportunity to exhibit, present an educational session, share your expertise on a panel discussion, host a networking event and/or access our conference marketing universe. ExL works closely with our sponsors to create customized opportunities that fulfill your sales and marketing objectives.

8:15 Registration and Continental Breakfast

9:00 **CONFERENCE CO-CHAIRS' WELCOME AND OPENING REMARKS**

9:15 **KEYNOTE: UTILIZATION OF AD-TECH AND PROGRAMMATIC ADVERTISING FOR HEALTHCARE MARKETING**

- Recognize the opportunities programmatic advertising holds for the healthcare industry
- Gain insight into programmatic advertising and its uses
- Assess the challenges healthcare marketers face when adopting advertising technologies and programmatic strategies
- Review new technologies and learn how to position social media as a strategic marketing tool through effective channel selection, campaign, paid media, measurement and optimization

Mona Baset, *Assistant Vice President, Digital Marketing and Analytics, Corporate Communications, Marketing and Outreach* **CAROLINAS HEALTH SYSTEM**

10:00 **EXPLORE TRENDS SHAPING THE FUTURE OF AD-TECH AND PROGRAMMATIC**

- Hear insights on key trends and technologies changing digital advertising
- Stay on top of emerging strategies to make your marketing more targeted than ever
- Explore each trend and provide some simple ideas for incorporating their benefits into your overall marketing strategy

Meredith Guerriero, *Director of Healthcare*, **FACEBOOK**

10:45 Networking Break

11:15 **REVISIT POLICY IN THE PROGRAMMATIC WORLD**

- Understand why healthcare advertising lags behind other industries
- Interpret the FDA's draft guidances related to pharmaceutical advertising and the FTC's native advertising rules, and consider how each entity's policies have impacted the industry
- Discuss what's next on the regulatory front and what to expect from the updated version of the FDA's guidance related to correcting misinformation about prescription drugs on the internet and social media platforms
- Assess IAB's efforts leading the charge in policy and regulatory issues
- Determine how to ensure your content meets requirements

Brad Weltman, *Vice President, Public Policy*, **INTERACTIVE ADVERTISING BUREAU**

12:00 Luncheon

1:00 **ADVANCED DISPLAY RETARGETING STRATEGIES FOR PHARMA**

- Ensure your ad is reaching the right audience to improve brand recognition through repeated exposure
- Gain a better understanding of how on-site and Facebook retargeting works
- Learn how to employ global strategies while complying with consumer privacy and changing regulations

Andrew J. Moore, *Manager Global Multichannel Strategy, Global Marketing and Commercial Operations*, **ABBVIE**

1:45 **WHAT'S NEXT FOR HOSPITAL AND HEALTH SYSTEM DIGITAL MARKETING: AN ASSESSMENT OF THE HEALTHCARE INDUSTRY'S IMPLEMENTATION OF AD-TECH AND PROGRAMMATIC**

- Discuss the best practices behind some of the most successful healthcare marketing campaigns to date
- Share experiences with expanded use of data and new technologies
- Explore how digital marketing strategies and tactics might change in 2018 and beyond

Lindsey Dunn, *Director, Marketing Solutions*, **AMERICAN HOSPITAL ASSOCIATION**

2:45 **THE PUBLISHER'S PERSPECTIVE ON PROGRAMMATIC**

- Hear how publishers have embraced programmatic — walk through examples of successful ad campaigns
- Understand the benefits of having an educated programmatic publishing partner and their effect on a marketing strategy
- Analyze the correlation between increased ad revenues and embracing programmatic

Jana Meron, *Vice President, Programmatic and Data Strategy*, **BUSINESS INSIDER**

3:30 Networking Break

4:00 **CASE STUDY: GSK'S FLONASE DIGITAL STRATEGY AND THE EVALUATION OF CONSUMER-CENTRIC DATA DRIVEN MARKETING**

- Hear how the GSK team used data to drive better consumer insight, targeting and relevancy in the award winning Flonase marketing launch into OTC
- Utilize behavioral targeting and consumer data to generate messaging
- Assess how to address concerns around compliance and privacy while operating in a real-time, dynamic environment like social media

Meredith Herman, *Digital Marketing Director US Consumer Healthcare*, **GLAXOSMITHKLINE**

Peter Currie, *Assistant General Counsel*, **GLAXOSMITHKLINE**

4:45 Day One Concludes

KEYNOTE

CASE STUDY

8:15 Registration and Continental Breakfast

9:00 **CONFERENCE CO-CHAIRS' RECAP OF DAY ONE**

9:15 **KEYNOTE: REDEFINE DIGITAL ADVERTISING IN HEALTHCARE THROUGH BRAND ACTIVATION AND CONSUMER NURTURING**

- Discover techniques to target, obtain and retain a consumer base while creating a strong brand awareness
- Assess brand activation and its role in driving consumer engagement
- Learn how to “think multi-channel” throughout the customer journey and design your advertising strategy
- Hear Kaiser Permanente’s award winning digital practices to engage, capture, nurture and manage its audience

Lawrence Montgomery, Senior Director, National Advertising, **KAISER PERMANENTE**

10:00 **AMPLIFY BRANDED CONTENT WITH PROGRAMMATIC NATIVE ADVERTISING**

- Recognize why native advertising is a good fit for healthcare marketing
- Consider how to pick a native advertising partner that speaks to your brand and its audience
- Create content that will enhance the audience’s perception of your brand, but also their own experience with it

Sara Badler, Director, Programmatic Advertising, **THE NEW YORK TIMES**

10:45 Networking Break

11:15 **OVERCOME AD BLOCKING THROUGH UNDERSTANDING THE CONSUMER AND CREATING A BETTER USER EXPERIENCE**

- Analyze the background and impact of consumer ad blocking behavior
- Review specific industry actions taken in reaction to consumer ad blocking
- Utilize new strategies to create a path toward a better ad experience using LEAN principles

Brendan Riordan-Butterworth, Director, Technical Standards, **INTERACTIVE ADVERTISING BUREAU**

12:00 Luncheon

1:00 **NAVIGATE NEW MARKETING TRENDS AND BEST PRACTICES FOR YOUR PAID CONTENT MARKETING PLAN**

- Focus on how to speak authentically and reach desired audiences given new and emerging trends in advertising and the potential liabilities they expose

- Learn how to play by the rules without censoring the brand message to the point that it’s missed entirely
- Discuss industry-specific best practices, challenges and solutions for healthcare and pharma companies
- Analyze key paid media marketing trends and strategies
- Share case studies and results to show how new strategies and tactics have worked for others

Julia Schneider, Director of Paid Media and Analytics, **OTICON MEDICAL**

Liz Presson, Digital Media and Community Strategy Lead, **OTICON MEDICAL**

1:45 **LOCATION-BASED MARKETING: WHAT IS IN IT FOR HEALTHCARE?**

- Leverage location data to measure consumer/patient sentiment and popularity of a service or product
- Better understand when and how online advertising drives people in the sales cycle
- Recognize the role of HIPAA regulations and address privacy and ethical issues as part of the brand engagement equation

Nikki Wegner, Regional Director, Brand Partnerships, **FOURSQUARE**

2:30 Networking Break

3:00 **IMPLEMENT INNOVATIVE DIGITAL STRATEGIES FOR ENGAGING CUSTOMERS IN AN EVOLVING TECHNOLOGICAL LANDSCAPE**

- Examine where and how patients engage with healthcare in today’s evolving digital age
- Assess how to leverage new marketing and advertising technologies to reach customers
- Lean tactics to effectively target and connect with customers across diverse digital channels and devices from a global project management perspective

Isabel Silva, Head of Global Digital Strategy and Solutions, **NOVARTIS ONCOLOGY**

3:45 **MAKE YOUR PROGRAMMATIC ADVERTISING MEANINGFUL**

- Discover the keys to making social media and advertising meaningful for patients and other audiences
- Determine your audience types, whether it is patients, physicians or patient advocacy groups, and build effective targeting strategies
- How to leverage social listening to assess where your patients are, what they need, what their questions are, what platforms they use and what kind of content you can create to reach them

Allison Woo, Director of Social Marketing, **BRISTOL-MYERS SQUIBB**

4:30 Conference Concludes

KEYNOTE



Registration Fees for Attending 2nd Healthcare Ad-Tech & Programmatic Strategy Summit

	Healthcare Professionals*	Agency/Service Providers**
EARLY BIRD PRICING <i>Register by June 23, 2017</i>	\$1,495	\$2,095
STANDARD PRICING	\$1,695	\$2,295
ONSITE PRICING	\$1,895	\$2,495

*Healthcare professionals include representatives of hospitals, physicians, insurance companies, payers, drug and device manufacturers, and pharmacies.

**Agency/service providers include those providing services and expertise to the healthcare industry, as well as digital, marketing and advertising professionals and publishers.

Group Discount Program

Save 25% per person when registering four

For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at one time). This is a savings of 25% per person.

Save 15% per person when registering three

Can only send three? You can still save 15% off of every registration.

Offers may not be combined. Early bird rates do not apply. To find out more about how you can take advantage of these group discounts, please call 201 871 0474.

Questions? Comments?

Do you have a question or comment that you would like to be addressed at this event? Would you like to get involved as a speaker or discussion leader?



"Good presentations, great energy!"

—Marketing Manager, GSK

"Excellent info! The program was efficient and well-organized."

—Vice President, Business Development, MARINA DEL RAY

"Good stuff! Learned a lot!"

—Marketing Manager, ASSUREX HEALTH

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.

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Please Note: There will be an administrative charge of \$300 to substitute, exchange and/or replace attendance badges with a colleague within five business days of any ExL conference.

CANCELLATION AND REFUND POLICY: 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.

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SUBSTITUTION CHARGES: There will be an administrative charge of \$300 to substitute, exchange and/or replace attendee badges with a colleague occurring within five business days of the conference.

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*The opinions of ExL's conference speakers do not necessarily reflect those of the companies they represent, nor ExL Events.

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