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DigiPharm

Europe 2012

THE
pharma
MARKETING SHOW EUROPE 2012

Innovation and excellence
in multichannel
marketing for pharma

25 – 27 September 2012
Grange Tower Bridge Hotel, London, UK

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10 reasons you



Pharma's marketing sector has opened its eyes to the opportunities that new technologies and channels offer. It is now critical for pharma to integrate these innovative methods as part of the right marketing mix in order to meet stakeholder information needs and brand strengthening objectives.

The 4th annual DigiPharm Europe 2012 will discuss where digital fits into your multi channel strategy and provide case studies giving examples of implementation. DigiPharm Europe is the meeting place of choice for marketing professionals working to implement and advance their digital marketing strategy.

The inaugural Pharma Marketing Show will provide you with the foundation to achieve excellence in your multichannel marketing campaign, improve internal operations and better understand and engage your customer. It unites global marketing and brand professionals seeking to invigorate their existing marketing practices and open their mindset to new innovative strategies.

should attend

- 1** Learn how to advance your digital marketing strategy
- 2** Design and implement the right multichannel marketing campaign
- 3** Understand how your customers and consumers are using digital channels
- 4** Understand the role of big data in marketing
- 5** Understand the value of social media listening
- 6** Overcome regulatory & compliance issues surrounding digital engagement & marketing
- 7** Hear directly from pharma's customer base about the engagement methods that work for them
- 8** Improve marketing excellence with collaboration from all internal stakeholders including medical, patient advocacy and market access
- 9** Learn how to engage with customers & consumers from case studies on online engagement
- 10** Leave with fresh ideas, understand of new technologies and business contacts



View the congress website on your phone

Scan this QR code with the camera on your smartphone to view the Digipharma website. Don't have a QR reader app? You can download one for free from the App Store. Don't have a smartphone? You can also visit the website on www.healthnetworkcommunications.com/digipharma

event at a glance

Day One Wednesday 26 September

Digipharm Europe

08:00	Registration
08:50	Opening remarks from the chair
09:00	How to create a digital vision and strategy that fulfils business, customer needs and goals
09:30	Panel session: The effective implementation of digital strategy
10:00	Discover the Philips Healthcare Strategy to engage with the Medical Community it serves

10:30 Speed Networking and morning refreshments

11:30	How to develop and implement a synergistic Multi-Channel Marketing Strategy
12:00	How to deliver Multi-Channel Marketing at Scale- A US perspective
12:30	Implementing a Multi-Channel approach - how to decide and select what digital channels to use for your brand

13:00 Lunch

14:00 **Interactive round table session:** How to engage with your customer and understand their information needs

15:30 Afternoon refreshments

16:00	How pharma can gain value through social media listening
16:30	The drug of YouTube: using video to communicate and empower a wider audience
17:00	Insight into Google's new products and how customers use these

17:30 Closing remarks from the chair

17:35 Networking drinks reception

Read on for Digipharm full programme

Pharma Marketing Show Europe

08:00	Registration
08:50	Opening remarks from the chair
09:00	The future of pharma: evolutionary threats and opportunities
09:30	Keynote: Can we really close the loop? The journey of the multichannel campaign: deployment, assessment and optimisation of an ageing blockbuster
10:00	Keynote: High end vs high street: how to truly benefit patients through innovation, payer value demonstration and a change to pharma's mind

11:30	How pharmaceutical marketers need to evolve in light of changing industry practices and customer expectations
12:00	Improve your marketing strategy with greater input from the medical community
12:30	Be smarter in your pharma marketing operations by utilising internal stakeholder cross functional working

16:00	Building a sustainable global patient advocacy program to support engagement and marketing functions
16:30	How to understand and communicate better with the customer of today and tomorrow
17:00	How to deliver brands that payers, physicians and patients want

Read on for Pharma Marketing Show full programme

Day Two Thursday 27 September

Digipharm Europe

Pharma Marketing Show Europe

08:00	Registration
08:50	Opening remarks from the chair
09:00	5 dumb things to say about digital compliance
09:30	The latest developments and rules for providing information to patients on prescription medicine
10:00	Leveraging the power of HTML5 for multichannel communication

08:00	Registration
08:50	Opening remarks from the chair
09:00	How to operate compliantly in the changing legislative landscape of pharma marketing
09:30	How to utilise value demonstration as a marketing tool
10:00	Marketing 3.0- The future of pharma marketing. How pharma can add value through every interaction with the new customer

10:30 Morning refreshments

11:00	Univadis: A new online medical ecosystem
11:30	The changing paradigm of customer engagement: creating and managing a patient community
12:00	Collaborating with nurse organisations to build a community, connect and engage

11:00	Applications of big data in pharma marketing
11:30	How to integrate CRM into your marketing plan to improve customer interaction
12:00	Keynote: Establishing a world class digital strategy to engage your HCP customers

12:30 Lunch

13:30	Pfizer case study: online portal for improved engagement with HCPs
14:00	Creating and implementing representative eDetail aid: case study on Xeplion eDetail
14:30	Implementing a healthcare professional education programme: case study on Psoriasis eLearning programme

13:30	Achieving excellence and optimising a multichannel brand strategy
14:00	How to overcome the challenges in marketing a unique, speciality medicine in a changing market place
14:30	Panel discussion: Multichannel marketing- How can the industry utilise the multiple marketing channels available to the best of its ability?

15:00 Afternoon refreshments

15:30	Gamification in pharma: latest developments of Syrum
16:00	Developing a mobile integrated device empowering diabetic patients
16:30	Ipads as practical tools to support the sales force

15:30	How to differentiate your product in a crowded market
16:00	Marketing strategies for the unique challenges of biosimilar medicine
16:30	Marketing strategies for the emerging markets - how can pharma engage with the local customers and build brand awareness in the emerging market?

17:00 Closing remarks from the chair

Read on for Digipharm full programme

Read on for Pharma Marketing Show full programme

8:00 Registration

8:50 Opening remarks from the chair

CHANGE MANAGEMENT AND DIGITAL IMPLEMENTATION

9:00 **How to create a digital vision and strategy that fulfils business, customer needs and goals**



Timothy White
Head of eMarketing
Novartis Farmaceutica S.A

9:30 **Panel session: The effective implementation of digital strategy**

Christoph Ferse, Senior Director Marketing Europe & Australia, **Grünenthal GmbH**
John Fish, Global Director Digital Customer, **AstraZeneca**
Christine Jordens, Business Support Team Leader, **Boehringer Ingelheim**

10:00 **Discover the Philips Healthcare Strategy to engage with the Medical Community it serves**



Clive Roach
Social media strategist, Global Integrated Communications
Philips Healthcare

10:30 Speed networking and morning refreshments

MULTI-CHANNEL ENGAGEMENT

11:30 **How to develop and implementing a synergistic Multi-Channel Marketing Strategy**



Ragnar Gåseby
International & Operational Excellence Leader, Global Multi-Channel Marketing
Merck, Sharp & Dohme

12:00 **How to deliver Multi-Channel Marketing at scale – A US perspective**



Marc Valdiviezo
Director, Team Leader, Multi Channel Marketing
Pfizer

12:30 **Implementing a multi-Channel approach - how to decide and select what digital channels to use for your brand**



Benjamin Tilly
Channels Marketing Manager
Sanofi

1:00 Lunch

UNDERSTANDING AND ENGAGING WITH PHARMA'S FUTURE CUSTOMER

2:00 **Interactive round table session: How to engage with your customer and understand their information needs**

Dr Roger Henderson, GP
Dr Rob Hicks, GP
Jasmeen Islam, Head of Prescribing – West Leicestershire, **NHS Leicestershire Country & Rutland**
Bertie Bosredon, Assistant Director of Services (Information & Multimedia), **Breast Cancer Care**
Silja Chouquet, Founder, **WhydotPharma ePatients**

SOCIAL MEDIA LISTENING

3:30 Afternoon refreshments

4:00 **How pharma can gain value through social media listening**



Lars Bøgner
Head Digital Centre of Excellence
Leo Pharma

4:30 **The drug of YouTube: using video to communicate and empower a wider audience**



Sumit Rai
CEO and Founder
Kulu Valley

5:00 **Insight into Google's new products and how customers use these**



Joseph Taylor
Industry Manager
Google (tentative)

5:30 Closing remarks from the chair

5:35 Networking drinks reception

8:00 Registration

8:50 Opening remarks

PHARMA MARKETING INDUSTRY DRIVERS

9:00 **The future of pharma: evolutionary threats and opportunities**



Professor Brian D Smith
Visiting Research Fellow, **Open University Business School** and Adjunct Professor
SDA Bocconi

9:30 **Keynote: Can we really close the loop? The journey of the multichannel campaign: deployment, assessment, and optimisation of an ageing blockbuster**



William Derby
Director, Multi-Channel Marketing
Pfizer

10:00 **Keynote: High end vs high street: how to truly benefit patients through innovation, payer value demonstration and a change to pharma's mindset**



Georg Toufar
Chief Marketing Officer & Member of the Executive Committee
Mundipharma International Limited

10:30 **Speed networking session followed by morning refreshments**

FUTURE OF PHARMA MARKETING

11:30 **How pharmaceutical marketers need to evolve in light of changing industry practices and customer expectations**



Murat Tanören
Marketing Manager
Boehringer Ingelheim

12:00 **Improve your marketing strategy with greater input from the medic**



Howard Goodall
Medical Advisor – Pain Management and Transplant
Astellas

12:30 **Be smarter in your pharma marketing operations by utilising internal stakeholder cross functional working**



Dr Rahul Agrawal
Cardiologist, Global Strategic Marketing
Bayer Pharma AG

1:00 Lunch

UNDERSTANDING AND ENGAGING WITH PHARMA'S FUTURE CUSTOMER

2:00 **Interactive round table session: How to engage with your customer through understanding their information needs**

Dr Roger Henderson, GP
Dr Rob Hicks, GP
Jasmeen Islam, Head of Prescribing, West Leicestershire, **NHS Leicestershire Country & Rutland**
Bertie Bosredon, Assistant Director of Services (Information & Multimedia), **Breast Cancer Care**
Silja Chouquet, Founder, **WhydotPharma ePatients**

3:30 **Afternoon refreshments**

4:00 **Building a sustainable global patient advocacy program to support engagement and marketing functions**



Cheya Pope
Senior Director of Patient Navigation, Global Oncology Division
Sanofi

4:30 **How to understand and communicate better with the customer of today and tomorrow**



Alex Stojanovic
Senior Director Global Brand Lifecycle Management
Grünenthal

5:00 **How to deliver brands that payers, physicians and patients want**



Txema Sanz
Senior Brand Director, Specialist Products
Astellas Pharma Europe Ltd

5:30 **Close of conference**

5:35 **Networking drinks reception**

8:00 Registration**8:50** Opening remarks from the chair

REGULATIONS AND COMPLIANCE

9:00 5 dumb things to say about digital compliance

Dr Nick Broughton
Managing Director
PharmaceuticalEthics

9:30 The latest developments and rules for providing information to patients on prescription medicine

Vicky Edgecombe
Head of Communications
Prescription Medicines Code of Practice Authority (PMCPA)

DIGITAL ENGAGEMENT IN THE REAL WORLD

10:00 Leveraging the power of HTML5 for multichannel communication

Jamie Manning
Manager, Digital Communications Team
Biogen Idec (tentative)

10:30 Morning refreshments**11:00** Univadis: A new online medical ecosystem

Shona Davis
Global Unbranded Portals CoE Project Leader
Merck, Sharp & Dohme

11:30 The changing paradigm of customer engagement: creating and managing a patient community

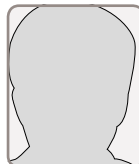
Claire Payne
Head New Customer Channels, Strategy & Innovation
Merck Serono

12:00 Collaborating with nurse organisations to build a community, connect and engage

Saidat Amirkhanova
Digital Communications Director
Sanofi

12:30 Lunch**1:30** Pfizer case study: online portal for improved engagement with HCPs

Jutta Klauer
MBA, Senior Manager New Media
Pfizer

2:00 Creating and implementing representative eDetail aid: case study on Xeplion eDetail

Corinne Pilgrim
EMEA Product Director
Janssen

2:30 Implementing a healthcare professional education programme: case study on Psoriasis eLearning programme

Danny Hamlin
Brand Manager
Janssen

3:00 Afternoon refreshments**3:30** Gamification in pharma: latest developments of Syrum

John Pugh
Director of Digital
Boehringer Ingelheim GmbH

4:00 Developing a mobile integrated device empowering diabetic patients

Jason Lovatt
Brand Lead, Blood Glucose Monitoring (BGM)
Sanofi

4:30 Ipad as practical tools to support the sales force

Richard Emmerson
Marketing Senior Manager
Amgen

5:00 Closing remarks from the chair

PRE conference workshops

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8:00 Registration

8:50 Opening remarks from the Chair

9:00 How to operate compliantly in the changing legislative landscape of pharma marketing



Heather Simmonds
Director
Prescription Medicines Code of Practice Authority (PMCPA)

DEMONSTRATING PRODUCT VALUE

9:30 How to utilise value demonstration as a marketing tool



Caroline Gadd
Corporate Affairs and Market Access Director
Basilea Pharmaceutica Ltd.

10:00 Marketing 3.0- The future of pharma marketing. How pharma can add value through every interaction with the new customer



Phil Golz
Future Strategy Group
GlaxoSmithKline

10:30 Morning refreshments

11:00 Applications of big data in pharma marketing
The right message, to the right customer at the right time: how to utilise market research and big data through analytics to provide you with better market knowledge and marketing strategy material

11:30 How to integrate CRM into your marketing plan to improve customer interaction

MARKETING MULTI CHANNEL BEST PRACTICE

12:00 **Keynote:** Establishing a world class digital strategy to engage your HCP customers



Martin Dubuc
Global MultiChannel Marketing Leader
MSD

12:30 Lunch

1:30 Achieving excellence and optimising a multichannel brand strategy



Gozde Unverdi
Head of Xarelto
Bayer Healthcare

2:00 How to overcome the challenges in marketing a unique, specialty medicine in a changing market place



Erin Federman
Senior Brand Manager
Xiapex, Pfizer, Ltd

2:30 **Panel discussion:** Multichannel marketing - How can the industry utilising the multiple marketing channels available to the best of its ability?

Antonio Ibarra, Digital Marketing Lead, Europe SMSC, Pfizer
Kay Rispeter, Leader for Multi Channel Marketing, M.S.D. Sharp and Dohme GmbH
Gozde Unverdi, Head of Xarelto, Bayer Healthcare

3:00 Afternoon refreshments

SPECIAL INTEREST STRATEGIES

3:30 How to differentiate your product in a crowded market



Steve Wright
Prescription Medicine UK & Ireland
Boehringer Ingelheim Ltd

4:00 Marketing strategies for the unique challenges of biosimilar medicine



Paul Tredwell
Head of Biopharmaceuticals
Sandoz

4:30 Marketing strategies for the emerging markets - how can pharma engage with the local customers and build brand awareness in the emerging markets?



Jaime Ribeiro
Global Customer Strategy Lead - Latin America & Brazil (Emerging Market)
Merck

5:00 Close of conference

conference workshops

Workshop 1

Tuesday 25 September 2012

Integrating mobile and social media into multichannel communications strategies

Objective

This interactive workshop will provide an overview of the key characteristics and trends in mobile and social media within a pharma-specific context. Participants will come away with an understanding of the opportunities and challenges in building mobile and social enabled communications strategies.

- 09:00** Role of mobile in multichannel communications, including best practice examples
- 10:30** Morning refreshments
- 11:00** Build-an-app workshop: interactive case study
- 12:15** Lunch
- 13:15** Use of social media, including best practice examples (and setbacks)
- 14:45** Pharma considerations: resourcing and regulatory aspects
- 15:15** Afternoon refreshments
- 15:45** Putting it together: mobile and social for customer engagement
- 16:30** End of workshop

Your workshop leader



Kevin Michels-Kim
Co-Founder and Digital Strategist
Starling GmbH

Workshop 2

Tuesday 25 September 2012

"Making it Happen". How to compliantly deliver the newest digital tactics within your organisation

Objective

It is easy to attend a conference, get excited about innovative technology, emerging channels and new data but loose enthusiasm when trying to implement these new found ideas back at your organisation. Paul and Sam will be joined by additional specialist facilitators. This workshop will help you learn how to encourage understanding and organisational take up.

- 09:00** Introduction to innovations in the healthcare digital, mobile and social space
- 10:30** Morning refreshments
- 11:00** Update on the latest regulations and laws which need to be considered and importantly how to deliver new digital strategies in a compliant way
- 12:30** Lunch
- 13:30** Structured thinking and organisational approaches strategy. How to help implement the digital changes you would like see adopted in your organisation
- 16:30** End of workshop

Your workshop leaders



Paul Dixey
Managing Partner
Bluelight Partners



Sam Walmsley
Digital & Mobile Consultant
Bluelight Partners

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Who should attend



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Package				
Days	06 July 2012	17 August 2012	07 September 2012	25 September 2012
2 day conference pass and 1 day workshop	£1800 + VAT £360 = £2,160	£2000 + VAT £400 = £2,400	£2100 + VAT £420 = £2,520	£2200 + VAT £440 = £2,640
2 day conference pass	£1215 + VAT £243 = £1458	£1350 + VAT £270 = £1,620	£1415 + VAT £283 = £1,698	£1485 + VAT £297 = £1,782

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