

# Mobile Pharma World EUROPE 2012

Innovation for Pharma  
to engage with the  
mobile user

24 - 27 April 2012

Sheraton Hotel, Amsterdam, The Netherlands

created by

**healthnetwork**  
COMMUNICATIONS

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# 10 reasons



Smart phones and tablets are revolutionizing the way we live, work, learn and play. They have opened new ways to stay connected but how do you engage with the mobile user?

The first annual *Mobile Pharma World Europe* will build on the success of *DigiPharm Europe*, Europe's largest digital marketing conference. It is the place for marketing professionals seeking to implement a mobile strategy that engages with customers and consumers.

# s to attend

- 1** Learn how to build and develop a mobile engagement strategy
- 2** Understand how your stakeholders, customers and consumers are using mobile
- 3** Maximize the opportunities mobile-social presents for your customer
- 4** Engage with stakeholders, customers and consumers using mobile
- 5** Understand the impact of mobile on healthcare communications
- 6** Develop digital content across multiple devices
- 7** Leverage mobile applications
- 8** Overcome regulatory issues surrounding mobile engagement
- 9** Add value to your sales force through mobile platforms
- 10** Unleash the power of mobile engagement



**View the congress website on your phone**

Scan this QR pattern with the camera on your smartphone to view the Mobile Pharma World Europe 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/mobile](http://www.healthnetworkcommunications.com/mobile)

08:00 Registration

08:50 Opening remarks from the chair

### WHERE ARE WE HEADING

09:00 The rise of the mobile channel and the implications for the pharmaceutical industry



**Paul Berney**  
CMO & Managing Director EMEA  
Mobile Marketing Association

09:30 How mobile is impacting healthcare communications

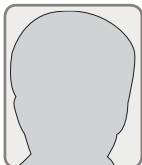


**Jody Nair**  
Manager, New Technologies  
Bristol-Myers Squibb

10:00 Speed networking and morning refreshments

### INTEGRATING MOBILE INTO THE MARKETING MIX

10:45 Integrating mobile into your organisation



**John Vieira**  
Senior Director, Strategic Marketing  
Daichi Sankyo

11:15 Panel: Development and implementation of a mobile strategy

**Matthias Witt**, Global Platform Director, **AstraZeneca** (tentative)  
**Timm Wallrodt**, Global Project Manager eMarketing/  
Mobile Marketing, **Novo Nordisk**  
Additional panelists to be confirmed

12:00 Integrating business functions for successful mobile strategy



**Daniel Ghinn**  
Chief Executive Officer  
Creation Healthcare

12:30 Lunch

13:30 Leveraging the power of HTML 5 for global digital communications



**Jamie Manning**  
Manager, Digital Communications Team  
Biogen Idec

14:00 In the pursuit of 'Appiness



**James Harper**  
Managing Director  
28b Ltd

### MOBILE REGULATIONS

14:30 Regulation of health care apps



**James Sherwin Smith**  
Chief Executive Officer  
d4

15:00 Challenges with app updates



**Matthias Witt**  
Global Platform Director  
**AstraZeneca** (tentative)

15:30 Afternoon refreshments

16:00 Panel: How are physicians using mobile devices?

**Chair:**  
**Erik van der Zijden**, New Media Architect & Producer,  
**DigiRedo**  
**Dr Taubert**, Consultant Urological Surgeon  
Additional panelists to be confirmed

16:30 Designing for mobile people not devices



**Sam Walmsley**  
Digital & Mobile Consultant  
**BlueLight Partners**



**Paul Dixey**  
Managing Partner  
**BlueLight Partners**

17:30 Closing remarks from the chair

17:35 Networking drinks reception

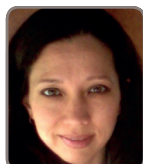
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**08:00 Registration****08:50 Opening remarks from the chair****IMPLEMENTATION CASE STUDIES****09:00 The Bugs Bunny principle - "What's app Doc?"**

**Kai Gait**  
Global Digital Marketer  
A Pharma Employee

**09:30 Creating an app that adds value to the medical section**

Representative from DOCTOT team  
Pharma representative

**10:15 Pfizer's medical information partnership with ePOCRATES - providing mobile HCPs access to medical information at the point of care**

**Michelle Clausen**  
Director/Team Leader, Medical Information  
Pfizer

**11:00 Morning refreshments****11:30 How can mobile technology add value to the dialogue between pharma and healthcare professionals?**

**Timm Wallrodt**  
Global Project Manager eMarketing/Mobile Marketing  
Novo Nordisk

**12:00 Global app implementation**

**Hedwig Scheck**  
Senior Manager eMarketing  
GlaxoSmithKline

**12:30 Developing and producing a point of care digital tool for psoriasis that adds value and clinical benefit to your customers**

**Sameer Mistry**  
Medical Lead, Immunology, Neuroscience and Pain  
Janssen

**13:00 Lunch****14:00 Mobilisation of corporate website and country websites**

**Manuela Pastore**  
Online Communications  
Boehringer Ingelheim

**14:30 Case studies of mobile engagement from Pfizer**

**René Neubach**  
Manager, Vienna eMarketing Center  
Pfizer, Specialty Care Europe

**15:00 Afternoon refreshments****15:30 iPads as practical tools to support the field force**

**Seda Atici**  
Product Manager  
Boehringer Ingelheim

**16:00 Understanding metrics and analytics of mobile campaigns**

**Iberê Gravassecas Rodrigues**  
Multichannel Marketing Manager  
Merck (tentative)

**16:30 Closing remarks from the Chair****PRE conference workshop**

Mobile technologies.  
Go to [www.healthnetworkcommunications.com/mobile](http://www.healthnetworkcommunications.com/mobile) for more details

**POST conference workshop**

Integrating mobile.  
Go to [www.healthnetworkcommunications.com/mobile](http://www.healthnetworkcommunications.com/mobile) for more details



## Speakers include

**Timm Wallrodt** Novo Nordisk

**Jody Nair** Bristol-Myers Squibb

**Jamie Manning** Biogen Idec

**Hedwig Scheck** GlaxoSmithKline

**Manuela Pastore**  
Boehringer Ingelheim

**Seda Atici** Boehringer  
Ingelheim

**René Neubach** Pfizer,  
Specialty Care Europe

**Sameer Mistry** Janssen

**Michelle Clausen** Pfizer

## Who should attend



## Join the conversation

 [blogs.terrapinn.com/digipharm](http://blogs.terrapinn.com/digipharm)

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 [linkd.in/sgxVv0](http://linkd.in/sgxVv0)

"Great insights into social media and how I can translate this to my company"

Product Manager  
Kyowa Hakko Kirin

# GE involve AN make



Meet 100 attendees  
in just 45 minutes



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Reserve your place now

[www.healthnetworkcommunications.com/mobile](http://www.healthnetworkcommunications.com/mobile)

"Great to see specific activities that other companies are doing and some of the strategy that sits behind digital marketing"

Marketing specialist | Gilead

## Why sponsor?

To position your products and services in front of decision makers from major pharma and biotech companies

Meet senior execs within the pharma digital marketing and communication space

Position yourself as a leader in Europe

Generate leads and new business

**4** content packed days

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## Who should sponsor



"Well organised and excellent content"

Senior Product Manager  
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**10** pharma case studies



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Gold pass (4 days)	Register before	£2385	£2650	£2785	£2915
2 day conference pass and 1 day workshop	Register before	£1800	£2000	£2100	£2200
2 day conference pass	Register before	£1215	£1350	£1420	£1485

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