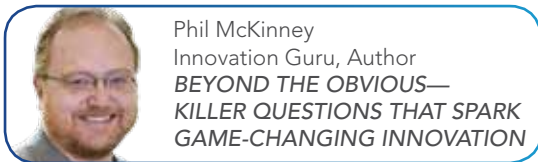
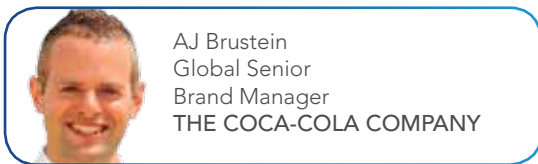




INNOVATE YOUR MARKETING STRATEGY TO SUCCEED IN THE NEW COMMERCIAL MODEL



Traditional Channels are Closing

Digital Channels are Opening

Resources are Limited

Yet Opportunities are **UNLIMITED**

ePharma Summit West is a NEW INTERACTIVE EVENT EXPERIENCE where visionaries, case studies, and collaborative sessions give you the tools to scale non-personalized promotion, provide customers with information that fosters meaningful engagement, build ground breaking campaigns that drive results without driving your MLR team crazy and deliver and evaluate outcomes that everyone can stand behind.

July 17-19, 2012 • Hyatt Regency • San Francisco, CA

[www.epharmawest.com](http://www.epharmawest.com)



The ePharma Summit West is a new interactive event experience that harnesses the power of real world examples and collaboration to help you deliver targeted, measurable, compliant and integrated messaging to your customers.

For ePharma Summit West, we've identified your top 10 challenges and tackle them head on, one at a time. First, forward-looking gurus inspire you, then peers provide you with real-world product stories that demonstrate how they built successful campaigns. Finally, you participate in facilitated collaborative workgroups to identify practical solutions to your most pressing challenges.

This is your best opportunity to address your biggest issues and figure out how to action everything you've learned. Register today!

## YOUR CHALLENGES ...

- 1 Personalization of Mass Communication
- 2 Cultivating Authentic and Meaningful Conversations with Physicians and Consumers
- 3 When, Where and How Patients want to be Engaged—It is more complicated than SO LO MO!
- 4 Nothing to Fear but Fear Itself—The Real Risk of Losing Control of our Brand Message Online
- 5 Serve the Needs of Today's Connected Physician in a Complex Healthcare Delivery System
- 6 When, Where and How To Have Meaningful Impact at the Point of Care
- 7 Making Social Media Work for Pharma?
- 8 Navigate the Regulatory Hurdles and Innovate with your MLR Team
- 9 The Holy Grail of ROI—Now that I Built It, How Do You Measure Its Success?
- 10 The Fine Line Between Innovation and Risk—How to be First to Next Best Thing and Avoid Making the Next Big Mistake?

## MEET THE GURUS

These visionary experts open your mind, challenge conventions and set the stage for the development of solutions and actions that immediately drive results.



**1 PETER DANNENFELSER**  
Director, Pharmaceutical Digital Marketing—North America  
JANSSEN PHARMACEUTICALS

**2 AJ BRUSTEIN**  
Global Senior Brand Manager  
THE COCA-COLA COMPANY

**3 RONI ZIEGLER**  
CEO, IMPATIENT SCIENCE  
Former Chief Health Strategist  
GOOGLE

**4 SCOTT OPPLIGER**  
Founder & CEO  
SOCIALVOLT

**5 JUSTIN GRAHAM, MD, MS**  
Chief Medical Information Officer  
NORTHBAY HEALTHCARE

**6 ADAM SCHLIFKE, MD, MBA**  
Anesthesiologist, KAISER  
PERMANENTE; Entrepreneur,  
PANACEON & IDEAMED  
Mentor, BLUEPRINT HEALTH

**7 CHRISTY COOPER**  
Global Marketing Solutions  
FACEBOOK

**8 MARK BARD**  
Co-Founder  
DIGITAL HEALTH COALITION

**9 KURT MUELLER**  
Chief Digital & Science Officer  
ROSKA HEALTHCARE

**10 PHIL MCKINNEY**  
Innovation Guru, Author  
*BEYOND THE OBVIOUS—KILLER  
QUESTIONS THAT SPARK GAME-  
CHANGING INNOVATION*

## THE PRODUCT STORIES

Each guru session is paired with a real world example that shows you how one organization is succeeding in today's disruptive environment. Every product story lays the brand goals, the marketing mix, the execution, the challenges and the results for each brand team. Unlike other sessions billed as case studies, these sessions will give you only the details you need to go back to the office and execute.

## THE COLLABORATIVE WORKGROUPS

This is your opportunity to bring your specific brand challenges to the table and brainstorm with peers to find custom solutions. The collaborative workgroups will be moderated by gurus and experts in each of the 10 areas. For the first time, **the ePharma Summit is limiting access to non-life science executives to ensure you are meeting with fellow marketers who face the same challenges every day.**

YOUR FELLOW COLLABORATORS CONSIST OF:



**35%** Product Managers and Brand Managers

**25%** Digital Marketers and Interactive Marketers

**20%** Consumer Marketers, Physician Marketers  
and Relationship Marketers

**15%** Marketing Operations

**5%** Directors of Innovation



## THE EMARKETING UNIVERSITY FOR BRAND MANAGERS

The eMarketing University is an ePharma staple, and provides you with an overview of the crucial channels for creating a successful integrated marketing campaign. In order to make the eMarketing University more relevant to small to midsize life science companies, we'll cover all of the hot topics then discuss how to make them work with leaner teams.

8:30	Registration and Morning Coffee	2:00	How to Find and Target Your Specific Audience Online
9:00	Welcome and Course Overview	2:30	Build eMail Marketing Campaigns HCPs WANT to Open
9:15	Digital at the Forefront of Your Integrated Campaign	3:00	Stay Creative, Yet Compliant
9:45	Match Your Channel to Your Message	3:30	Systematically Evaluate New Channels as They Appear
10:15	Best Practices for Optimizing Mobile Capabilities	4:00	Graduation & Diploma Signing
10:45	Networking Break		
11:00	How Healthcare Reform May Affect Me and My Job		<u>Your Digital Deans</u>
11:30	The Role Patient Advocacy Groups Play in Your Marketing Mix		Shawn O'Hagan, Senior Manager, Marketing Solutions, DAIICHI SANKYO
12:00	Use Video to Strengthen Your Online Presence		Sean Moloney, Executive Producer, DRAMATIC HEALTH
12:30	Networking Luncheon		Nicolas Tierney, Senior Producer, DRAMATIC HEALTH
			Terence J. Nugent, Executive Vice President Sales and Marketing, MEDICAL MARKETING SERVICE, INC. (MMS)
			Jay Appel, Director, Physician Relationship Marketing, AMGEN
			Bill Drummy, Founder & CEO, HEARTBEAT IDEAS and HEARTBEAT WEST

### 4:15 ePharmaOPEN: Creating Disruptive Healthcare Solutions

Introducing ePharmaOPEN, the one place where developers and entrepreneurs get together with pharmaceutical marketers to overcome marketing barriers using some of the newest, hottest mhealth technologies. First you'll learn about the new technologies, then you'll have the opportunity to ask the creators specific questions about how it can best solve your toughest challenges.

### 5:15 Close of The eMarketing University for Brand Managers

8:00 Registration & Morning Coffee

9:00 Chairperson's Welcome

Peter Dannenfeler, Director, Pharmaceutical Digital Marketing North America, JANSSEN PHARMACEUTICALS



## 9:15 **1 HOW CAN YOU PERSONALIZE MASS COMMUNICATION?**

Peter Dannenfeler, Director, Pharmaceutical Digital Marketing North America, JANSSEN PHARMACEUTICALS

As a keynote speaker at the ePharma Summit, Pete proposed we let the term "non-personal promotion" die, because no one really knows what it means. Hence, the birth of the phrase personalized mass communication. Pete has been in digital marketing since before the dawn of Google. He started his career at Johnson & Johnson developing and launching some of pharma's first product sites. After leaving he stayed in pharma marketing to drive digital at Novartis and Forest Labs as well as Cadient and Targetbase. He rejoined J&J in September of last year and is now the North American head of Pharmaceutical Digital Marketing.

### 9:30 **Product Story—Dexilant**

Chad Ballentine, DEXILANT Product Manager—Upper GI Marketing, TAKEDA PHARMACEUTICALS

Learn how Dexilant built and customized their CRM program online to best align the messaging to where their customers are in the product lifecycle, and why they deem the program a success.

### 9:45 **The Collaborative Workgroup**

Driving the Discussion

Peter Dannenfeler, Director, Pharmaceutical Digital Marketing North America, JANSSEN PHARMACEUTICALS

Chad Ballentine, DEXILANT Product Manager—Upper GI Marketing, TAKEDA PHARMACEUTICALS



## 10:05 **2 WHAT DOES IT TAKE TO HAVE AUTHENTIC AND MEANINGFUL CONVERSATIONS WITH YOUR CUSTOMER ONLINE?**

AJ Brustein, Global Senior Brand Manager, COCA-COLA

As discussed at the ePharma Summit in February, "The Happiness Machine," is probably one of the best known brand-sponsored, feel-good viral videos. AJ Brustein, Global Senior Brand Manager, has been defining strategy and managing execution for some of the world's biggest and well-known brands and is currently heavily focused on brand strategy, digital communication, and innovation where he has led numerous award-winning projects. He has been building brands both from a global role and years of in-market experience in Japan and is currently focused on delivering brand love and brand value for Coca-Cola in an ever-evolving global marketplace.

### 10:20 **Product Story—Alli Circles**

Dessislava Iakoubianova, Insights and Innovation Director Patient Engagement, GLAXOSMITHKLINE

This case study will discuss the Alli Circles, a support community for Alli, weight loss product from GSK.

### 10:35 **The Collaborative Workgroup**

Driving the Discussion

AJ Brustein, Global Senior Brand Manager, THE COCA-COLA COMPANY

Dessislava Iakoubianova, Insights and Innovation Director Patient Engagement, GLAXOSMITHKLINE

10:55 Networking break to continue the discussion



11:25 **3 WHAT DO PATIENTS WANT FROM YOU?**

Roni Ziegler, CEO, IMPATIENT SCIENCE; Former Chief Health Strategist, GOOGLE

Dr. Roni Zeiger is the founder of Impatient Science, a new company focused on online patient communities. He is also the former Chief Health Strategist at Google where he helped lead efforts in health search, Google Body, Google Health, and health projects at google.org including Google Flu Trends. He sees patients on occasional evenings and weekends at a local urgent care center, which keeps him in touch with what tools and information is most helpful for patients. Roni earned his MD at Stanford and completed his internal medicine residency at the University of California, San Francisco. Roni also created a tool called Diagnosaurus which helps clinicians remember the possible diagnoses for given symptoms — the smartphone version of this tool has been used by more than 100,000 medical students and physicians.

11:40 **Product Story—Lilly for Better Health**

Yolanda Johnson-Morton, MBA, Advisor—External Relations, LILLY USA

Eli Lilly created Lilly for Better Health as a health education tool in order to better to engage, educate, and empower consumers to live healthier lives. Learn how they select what content to include and connect it to channels that make the most sense.

11:55 **The Collaborative Workgroup**

Driving the Discussion

Roni Ziegler, CEO, IMPATIENT SCIENCE; Former Chief Health Strategist, GOOGLE

Yolanda Johnson-Morton, MBA, Advisor—External Relations, LILLY USA

12:15 Networking Luncheon



1:15 **4 WHAT IS THE REAL RISK OF LOSING CONTROL OF YOUR BRAND MESSAGE ONLINE?**

Scott Oppliger, Founder & CEO, SOCIALVOLT

Scott Oppliger is not afraid to take risks in the interest of driving conversations forward. Not only is he passionate about social media and technology, he also has experience developing and managing technology in heavily regulated industries. Founder and Chief Executive Officer at SocialVolt, Scott has a deep understanding of the technology community and the compliance issues faced by enterprises. He leverages his entrepreneurial background in banking and technology to lead the direction and corporate vision of SocialVolt.

1:30 **Product Story**

1:50 **The Collaborative Workgroup**

Driving the Discussion

Scott Oppliger, Founder & CEO, SOCIALVOLT

“ I feel I have come away with so much important and applicable knowledge that I cannot wait to transcribe to my brand plan. ”

- 2012 ePharma Summit Attendee





2:10 **5 WHAT DO PHYSICIANS NEED IN TODAY'S HEALTHCARE DELIVERY SYSTEM?**

Justin V. Graham, MD, MS, Chief Medical Information Officer, NORTHBAY HEALTHCARE

Dr. Graham is a nationally recognized leader in the practical realities of transforming clinical practice using healthcare IT and EHRs. As an informatics expert and practicing infectious disease specialist, Dr. Graham is in the unique position to identify which tools physicians need to provide better care for patients, and knows that oftentimes the answer is in technology. He continues to practice medicine as an infectious disease expert at NorthBay and as Assistant Clinical Professor of Medicine at UCSF.

2:25 **Product Story**

2:40 **The Collaborative Workgroup**

Driving the Discussion

Justin Graham, MD, MS, Chief Medical Information Officer, NORTHBAY HEALTHCARE

3:00 Networking break to continue the discussion



3:30 **6 HOW CAN YOU HAVE MEANINGFUL IMPACT AT POINT OF CARE?**

Adam Schlifke, MD, MBA, Anesthesiologist, KAISER PERMANENTE;  
Entrepreneur, PANACEON & IDEAMED; Mentor, BLUEPRINT HEALTH

Adam Schlifke, MD, MBA, knows how pharma can have an impact at the point of care because not only is he present at the point of care as a board-certified anesthesiologist, he is also an entrepreneur, and health and technology innovator working on his own healthcare startup. Adam is currently a practicing anesthesiologist at Kaiser Permanente where he also helped lead regional implementation of the Epic Electronic Medical Record (HealthConnect) for the operating rooms. He is also working on his own healthcare startup, Panaceon, which uses inexpensive sensor technology to more effectively manage clinical problems. He serves as a mentor for the recently launched healthcare accelerator, Blueprint Health, and is a mentor and member of HealthTech Capital, a healthcare technology-focused Angel group based in Los Altos, California.

3:45 **Product Story—Epiduo**

Christopher Fulton, Product Manager, EPIDUO, GALDERMA

Last summer, Epiduo launched Epi-tracker, an app that allows consumers to take pictures and share them with their dermatologists during appointments, then track the progress their skin makes during and after treatment. Learn how Epiduo determined there was a market for this kind app and is encouraging patient-dermatologist conversations.

4:00 **The Collaborative Workgroup**

Driving the Discussion

Adam Schlifke, MD, MBA, Anesthesiologist, KAISER PERMANENTE; Entrepreneur, PANACEON & IDEAMED;  
Mentor, BLUEPRINT HEALTH

Christopher Fulton, Product Manager, EPIDUO, GALDERMA



4:20 **Insight into the Future of the Informed, Self-Managing Consumer**

This panel will inspire you, with start-up companies presenting the tools they're creating to help consumers better manage their health, through personal devices that can be attached to mobile devices.

Moderated by: Leslie Ziegler, Creative Director, ROCK HEALTH

5:30 Networking Reception

8:00 Invitation Only: Breakfast for Executives at Small to Midsize Pharmaceutical, Biotech & Med Device Companies

## How to (Really!) Do More with Less

So now, you're inspired. You've heard about a lot of great campaigns that would be perfect for your product. Now Learn how to do it with fewer resources.

8:30 Registration & Morning Coffee

9:00 Chairperson's Opening Remarks



## 9:15 **7 HOW DO YOU MAKE SOCIAL MEDIA WORK FOR PHARMA?**

Christy Cooper, Global Marketing Solutions, FACEBOOK

As the Manager of Global Marketing Solutions at Facebook, Christy Cooper works with healthcare companies to execute high impact social strategies. With a company mission of making the world more open and connected, Facebook believes that patient outcomes can be greatly improved and influenced by the wisdom of friends and the ability to connect with other patients. Christy and her team work diligently to partner with healthcare companies to navigate the ever-changing landscape of social media in a highly regulated industry.

9:30 **Product Story**

9:45 **The Collaborative Workgroup**

Driving the Discussion

Christy Cooper, Global Marketing Solutions, FACEBOOK



## 10:05 **8 HOW DO YOU INNOVATE QUICKLY AND WORK WELL WITH YOUR MLR TEAM?**

Mark Bard, Co-Founder, DIGITAL HEALTH COALITION

Mark Bard is a new media, marketing, and technology entrepreneur. His latest project is the 501(c)3 nonprofit think tank—Digital Health Coalition. With deep expertise in the digital health space, Mark's focus and passion includes mobile, social, search, and customer service in a digital world. With over 15 years of industry experience, Mark is an internationally recognized expert on topics including the internet and the healthcare system, new media, health information technology trends, mobile, social, and pharmaceutical sales and marketing.

10:20 **Product Story—Gilead Sciences**

David Ralston, Senior Director, Business Conduct, GILEAD SCIENCES

Tina Sampath, Associate Director, eMarketing & Patient Strategy, GILEAD SCIENCES

This case study will focus on developing a positive relationship between the brand team and MLR team and how they built trust between both departments.

10:35 **The Collaborative Workgroup**

Driving the Discussion

Mark Bard, Co-Founder, DIGITAL HEALTH COALITION

David Ralston, Senior Director, Business Conduct, GILEAD SCIENCES

Tina Sampath, Associate Director, eMarketing & Patient Strategy, GILEAD SCIENCES



10:55 Networking break to continue the discussion



## 11:25 **9** NOW THAT YOU'VE BUILT IT, HOW DO YOU MEASURE ITS SUCCESS?

Kurt Mueller, Chief Digital & Science Officer, ROSKA HEALTHCARE

Having lead multi-channel and digital healthcare marketing campaigns for more than 22 years, Kurt has considerable experience measuring the results of digital marketing campaigns in healthcare and pharma. Prior to joining Roska Healthcare, Kurt founded, built, and sold two interactive healthcare advertising companies. Kurt lives to break down physical and electronic boundaries to drive acceptance, engagement and action. He also has a background in science that ensures his campaigns are not only exciting, they are also scientifically-sound physician-focused strategies and patient-friendly programs that facilitate doctor-to-patient dialogues and improve clinical outcomes.

## 11:40 Product Story—SDIX Uncommon Video Series

Lori Keith, eMarketing Manager, SDIX

In May 2011, SDIX launched their Uncommon Video series, to build engagement and a feeling of “scientist-to-scientist” conversation, instead of using sales and marketing jargon. Learn how they created this campaign and how they track the process from someone watching a video to leads to results.

## 11:55 The Collaborative Workgroup

Driving the Discussion

Kurt Mueller, Chief Digital & Science Officer, ROSKA HEALTHCARE

Lori Keith, eMarketing Manager, SDIX



## 12:05 **10** HOW CAN YOU BE THE FIRST TO THE NEXT BEST THING AND AVOID MAKING THE NEXT BIG MISTAKE?

Phil McKinney, Innovation Guru, Author,  
*BEYOND THE OBVIOUS—KILLER QUESTIONS THAT SPARK GAME-CHANGING INNOVATION*

Phil McKinney, retired as the vice president and chief technology officer for Hewlett-Packard’s \$40B Personal Systems Group in December 2011. There he was responsible for long-range strategic planning and research and development for all of the company’s PC product lines, including mobile devices (phones, tablets, etc), notebooks, desktops, and workstations. Vanity Fair named McKinney “The Innovation Guru” and he has served on the Innovation Board for Roche Diagnostics. In *Beyond the Obvious*, McKinney explains why the success or failure of your enterprise depends upon your ability, or inability, to ask questions that lead to breakthrough innovations. In his talk he’ll demonstrate the power of questions to change the way your company operates, innovates, and creates.

## 12:20 Product Story

The case study highlights a successful life science trailblazer in mobile marketing or social.

## 12:35 The Collaborative Workgroup

Driving the Discussion

Phil McKinney, Innovation Guru, Author,

*BEYOND THE OBVIOUS—KILLER QUESTIONS THAT SPARK GAME-CHANGING INNOVATION*



12:50 Lessons Learned from the ePharma Summit West

1:00 See you Next Year!

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Don't miss out on your chance to stand out. The ePharma Summit portfolio of events is the most trusted global digital marketing pharma and biotech event that attracts senior-level decision makers. **There are still opportunities to sponsor or exhibit at the ePharma Summit West**, and other ePharma Summit events. To get involved, please contact Jonathan Saxe at [JSaxe@iirusa.com](mailto:JSaxe@iirusa.com) or 646-895-7467.

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Pharma, Biotech & Medical Device Marketing Executives	Register by 5/6	Register by 6/3	Register by 7/1	Register after 7/1
<b>Platinum 3 Days</b> (Includes 2 Day Event & Access to Summits)	\$2395	\$2495	\$2595	\$2695
<b>Gold 2 Days</b> (2 Day Event Only)	\$1795	\$1895	\$1995	\$2095
Digital Agencies, Web Portals, and all other Solution Providers Passes are limited to create the ideal environment for effective collaboration	Register by 5/6	Register by 6/3	Register by 7/1	Register after 7/1
<b>Platinum 3 Days</b> (Includes 2 Day Event & Access to Summits)	\$2695	\$2795	\$2895	\$3195
<b>Gold 2 Days</b> (2 Day Event Only)	\$2195	\$2295	\$2395	\$2695

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July 17-19, 2012

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**\$500 EARLY BIRD DISCOUNT SAVINGS:** Register for ePharma Summit West by May 6 to Save up to \$500 off the standard & onsite rate!

**NEW! TEAM-BUILDING DISCOUNTS:** It's a fact: attendees of a conference walk away with the most value when they experience it with a peer. There is just too much information available for one person to capture it all. Therefore, no longer are group discount structures restricted only to those groups registering from the same company. We recognize and respect that colleagues and peers span companies, disciplines, communities and peer groups. As a result, we are pleased to offer the most cost effective pricing possible in order to accommodate and promote cross-company collaboration. We're also aware of the need to send groups to multiple events and so, as long as they are within the IIR Pharmaceutical/Healthcare portfolio—we are pleased to extend a group discount that can be applied across different events.

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Bring one peer (group of 2 in total) — receive 20% off standard and onsite pricing

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Bring two peers (group of 3 total) — receive 25% off standard and onsite pricing

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\*All registrations must take place at the same time for discount structures to apply

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30%**

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*\* All discounts are off the standard and onsite fees. No two discounts can be combined. Please note that early registration discounts may be a better value than some of the discount opportunities here, so please register today.*

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**HOTEL ACCOMMODATIONS:** IIR has negotiated a discounted rate for ePharma Summit West participants of \$249+tax/night. This rate is available until 6/22/2012. For reservations, call 1-888-421-1442 and reference ePharma Summit West.

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credit voucher, at your request, IIR will issue a refund less a \$795 processing fee per registration. Registrants are advised that no credit vouchers or refunds will be issued for cancellations received less than ten business days prior to start of the event, including cancellations due to weather or other causes beyond the Registrant's control. IIR therefore recommends that registrants allow for unexpected delays in making travel plans. Substitutions are welcome at any time.

If for any reason IIR decides to cancel this conference, IIR accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors, speakers and guests.

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