SMi presents the 6th annual conference on...

Social Media in the Pharmaceutical Industry

Developing communication and engagement throughout the industry

Marriott Regents Park Hotel, London, UK

22 - 23 JAN 2014

BOOK BY 30TH SEPTEMBER AND SAVE £300 OR BOOK BY 31ST OCTOBER AND SAVE £100

WHY ATTEND THIS EVENT:

- **HEAR** presentations from representatives from the world's leading pharmaceutical companies.
- **LEARN** from a dedicated session of social media case studies and analyse how strategies can be successfully implemented.
- **ASSESS** the technological developments in media platforms and mobile applications and discover their role in maximising patient engagement.
- **DISCOVER** how to use social media to enhance marketing campaigns, in targeted advertising, patient recruitment, two-way communication, and more.

CONFERENCE CHAIRMAN

- **Alexandra Fulford,** MD, Consultant, **Pharmaguapa**

SPEAKER LINEUP INCLUDES:

- **Sherri Matis-Mitchell,** Associate Principle Informatics Scientist, **Astra Zeneca**
- **Claire Perrin,** European Brand Leader, **Lilly**
- **Shona Davies,** Global Communications & Programme Leader, **Merck**
- **Piotr Wrzosinski,** Project Manager; Solution Owner: Social Media; SEO/SEM, **F. Hoffman-La Roche AG**
- **M. Gizem Bıçakçı Akalın,** New Promotional Models Manager, **Boehringer Ingelheim**
- **Todd Kolm,** Vice-President, Head of Global Digital Strategy, **Sanofi**
- **James Finney,** Project Manager, Global Comm. Services, **Novozymes Biopharma**
- **Sébastien Cros,** Corporate and Digital Communication Manager, **Galderma**
- **Thibaud Guymard,** Univadis Product Manager, MultiChannel Marketing, **Merck & Co**

PLUS TWO INTERACTIVE HALF-DAY PRE-CONFERENCE WORKSHOPS

Tuesday 21st January, Marriott Regents Park Hotel, London, UK

A: Unleash the Power of Social Intelligence in your Organisation

Workshop Leaders: **Dr. Alfred R. Steinhardt,** Founder, **Alfred Steinhardt Consulting,** in association with **PA Consulting Group**

8.30am – 12.30pm

B: Social Media & Pharma – Making it happen?

Workshop Leaders: **Gary Monk,** Director of Strategy & Innovation, **Havas Lynx**

1.00pm – 4.30pm

www.social-media-pharma.com

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CPD CERTIFIED The CPD Certification Service

Social Media in the Pharmaceutical Industry

Day One | Wednesday 22nd January 2014

www.social-med

8.30 **Registration & Coffee**

9.00 **Chairman's Opening Remarks**
Alexandra Fulford, MD, Consultant, **Pharmaguapa**

SOCIAL MEDIA IN MARKETING

OPENING ADDRESS

9.10 **Unleash the Power of Social Intelligence in your Organisation**
- Whirlwind introduction to Big Data and Social Intelligence
- Utilising Big Data in Pharma
- Driving insights in Drug Development and Marketing through Social Intelligence
- Leveraging Social Intelligence to respond to opportunities and threats; case studies from the industry

Dr. Alfred R. Steinhardt, Founder, **Alfred Steinhardt Consulting,** in association with **PA Consulting Group**

9.50 **Integration of Social Media Marketing to both Novel Digital Initiatives and to Conventional Marketing Tools**
- What do we understand from social media marketing: priorities, capabilities, competencies, tools
- How our customers behave on social media: Consumers, Healthcare Professionals
- How do we integrate social power to other digital initiatives
- How do we integrate social power to other conventional methods
- What is key to proceeding a successful social media campaign: any examples

M. Gizem Bıçakçı Akalın, New Promotional Models Manager, **Boehringer Ingelheim**

10.30 **Morning Coffee**

11.00 **Panel Discussion: How to minimise risk and limit unqualified product reviews on Social Media**
Katharina Weimar, Pricing Application Consultant, **Merck**
M. Gizem Bıçakçı Akalın, New Promotional Models Manager, **Boehringer Ingelheim**
Claire Perrin, European Brand Leader, **Lilly**
Alexandra Fulford, MD, Consultant, **Pharmaguapa**

STAKEHOLDER ENGAGEMENT

11.40 **How to build an engaged Pharma community via social media?**
- Learning from our users
- Marketing contents strategy: creating contents for our community
- The blog as a platform of engagement

Doris Casares, Director of Communications and Social Media Strategist, **Spanish Generic Medicines Association**

12.20 **Networking Lunch**

1.50 **Online health gets personal - an end to needles and haystacks?**
- Graph technology in social health - what it means
- Personalizing education for patients
- Aggregating conversations - signals from noise

Matt Evans, Chief Medical Officer, **Health Unlocked**

2.30 **How to enhance the dialogue between patients and physicians? An example with a pan-European mobile app**
- Importance of a multi-channel approach
- Engaging patients and physicians
- Key learnings on developing and rolling out a pan-European mobile app

Claire Perrin, European Brand Leader, **Lilly**

3.10 **Afternoon Tea**

3.40 **Engaging with key opinion leaders online - why and how**
- How do we go about engaging with key opinion leaders online
- The value of engaging with KOLs through social media
  - For companies
  - For the KOLs

Alexandra Fulford, MD, Consultant, **Pharmaguapa**

4.20 **Having fun online**
- What can BuzzFeed teach us about the internet?
- Do serious aims always have to a constantly serious message?
- How can you engage your audience more in health information?

Ben Furber, Digital Media Manager, **Asthma UK**

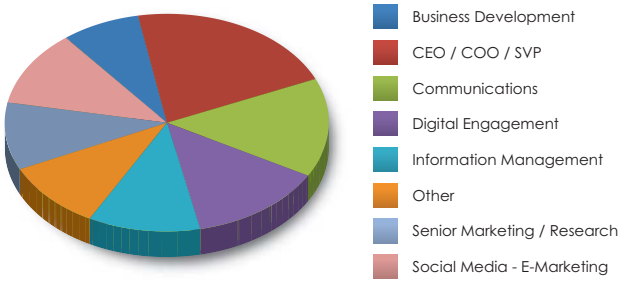
5.00 **Chairman's Closing Remarks and Close of Day One**
Alexandra Fulford, MD, Consultant, **Pharmaguapa**

Register online at: **www.social-media-pharma.com** • Alternatively fa

WHO SHOULD ATTEND THE EVENT:

- CEO's, Executive Directors, Heads, Team Leaders and Consultants in the fields of:
- Marketing Communications Social media
- Business development Advertising
- Consumer Research Surveys and market research
- Clinical trial recruitment
- E-Marketing Mobile Health Online health providers
- Social media for healthcare providers
- Medical cloud systems

ATTENDEE PROFILE



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8.30 **Registration and Coffee**

9.00 **Chairman's Opening Remarks**
Alexandra Fulford, MD, Consultant, **Pharmaguapa**

SOCIAL MEDIA BEST PRACTICE

OPENING ADDRESS

9.10 **Is the legal department the new "frenemy" of digital strategy?**
- Respective objectives of digital business and legal departments
- Current digital framework in the pharma/health industry
- How do we turn the gaps into opportunities?
- Concrete examples of successful partnerships

Todd Kolm, Vice-President, Head of Global Digital Strategy, **Sanofi**
Audrey Hagege, Legal Manager, **Legal Group, Sanofi**

9.50 **Compliance around Pharma digital content**
- Pharmaceutical industry embracing more patient-centric digital initiatives
- Digital channels, platforms and tools comprising patient adherence/ compliance efforts
- Common internal and external challenges around embracing digital platforms for compliance
- Data intelligence for compliance trending

10.30 **Morning Coffee**

11.00 **Social Media in Pharma – Making it happen?**
- A review of some interesting patient & HCP Social Media cases
- Assessing the value of Social Media
- Overcoming the key barriers to implementation
- Measuring success – refining your approach

Gary Monk, Strategy & Innovation Consultant,

CASE STUDIES: SOCIAL MEDIA IN PHARMA

11.40 **Establishing enterprise Social Media solutions in a pharma environment**
- Purpose, Problem and Benefits; why F. Hoffman-La Roche AG wanted an enterprise solution for social media
- Proposed Service Model and how we plan to use it
- Unfair Advantage and Alternatives; why this approach is the best
- Platform selection process, delivery roadmap and our experiences

Piotr Wrzosinski, Project Manager; Solution Owner: Social Media; SEO/SEM, **F. Hoffman-La Roche AG**

12.20 **Networking Lunch**

1.50 **Univadis: Global Social Strategy Development**
- Social: Why bother?
- Developing a social strategy: a global vs a local approach
- The value of a global social strategy

Shona Davies, Associate Director Marketing Communication/Channels, **Merck & Co.**

2.30 **Take digital services further: Answering HCPs new needs with social**
- Presentation of Univadis, its social strategy and new social service
- How we get to make this innovative service available
- Key learnings and next steps

Thibaud Guymard, Univadis Product Manager, MultiChannel Marketing, **Merck & Co**

3.10 **Afternoon Tea**

3.40 **Overview of social media - a Novozymes Biopharma perspective**
- Insights and learnings from the use of social media from a biopharma perspective – synergies and differences with the pharmaceutical industry
- Linking social media and classic communications to target pharmaceutical and medical device companies

James Finney, Project Manager, Global Comm. Services, **Novozymes Biopharma**

4.20 **Social media analytics in R&D**
- R&D questions
- Survey of useful content
- Workflows
- In-house or collaboration/vendor?
- Impact

Sherri Matis-Mitchell, Associate Principle Informatics Scientist, **Astra Zeneca**

5.00 **Chairman's Closing Remarks and Close of Day Two**
Alexandra Fulford, MD, Consultant, **Pharmaguapa**

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HALF-DAY PRE-CONFERENCE WORKSHOP A
Tuesday 21st January 2014
8.30-12.30
Marriott Regents Park, London, UK

Unleash the Power of Social Intelligence in your Organisation

Workshop Leaders:
Dr. Alfred R. Steinhardt, Founder,
Alfred Steinhardt Consulting
In association with **PA Consulting Group**

PA Consulting Group

Overview of the workshop

We will be putting theory into practice as we jointly explore how to put insights generated through Social Intelligence into actionable strategies. This highly interactive workshop puts delegates in the driver's seat as they will have the opportunity to input into three case studies developed in real-time during the session. You can expect to walk away from the workshop with a new appreciation of how Social Intelligence can drive topline revenue and protect profits.

Key reasons to attend

- Be introduced to Social Intelligence and why it is quickly becoming an invaluable tool in the industry
- Explore how social intelligence can enhance your Sales and Marketing, Commercial Development and Risk and Reputation Management strategies
- Hear about other case studies from the industry
- Get advice on your own Social Intelligence strategy

Agenda:

8.30 Registration and Refreshments

9.00 Welcome and Introductions

9.15 The Future is 'Social': What you need to Know about Social Intelligence
- This session will set the scene for the three interactive case studies. We will discuss what Social Intelligence is and how it can be used to drive extraordinary business insights for your organisation.

10.00 Interactive Case Study 1: Enhancing Clinical Trial Recruitment
- Recruiting a sufficient number of patients to take part in clinical trials is costly and identifying them is often a challenge in itself. Delegates will input into the parameters for a real-time analysis of patient/patient influencers in given disease area and their likely support for clinical trials.

10.45 Refreshments

11.00 Interactive Case Study 3: Leveraging the Influence of the 'New' Key Opinion Leaders
- There is a growing number of 'influencers' active in social media who are not traditionally recognized as KOLs by the healthcare industry. Delegates will input into the parameters for a real-time analysis of the influencer landscape for a product/disease area chosen by them.

11.45 Interactive Case Study 2: Protecting your Business
- Social Intelligence can be used to give a clear picture of the threats posed to your business from social media. Delegates will input into the parameters for a real-time intelligence gathering exercise for a product chosen by them to identify potential threats to the supply chain.

12.15 Q&A / Open Discussion

12.30 Close of workshop

About the workshop host:

Dr. Alfred R. Steinhardt is the founder of Alfred Steinhardt Consulting. Before moving into the consulting business, Alfred held various senior leadership positions in the Pharmaceutical Industry, mainly in the area of information management. Alfred has broad knowledge of the health care industry which he combines with an equally deep knowledge of information management technologies to create innovative leads along the Pharmaceutical value chain.

About PA Consulting Group

PA Consulting Group is an employee-owned firm of over 2,500 people, we work with business and governments worldwide through our offices in North America, Europe, the Nordics, the Gulf and Asia Pacific. Our deep industry knowledge and our skills in management consulting, technology and innovation allow our teams to challenge conventional thinking and overcome every obstacle to give you exceptional results.

HALF-DAY PRE-CONFERENCE WORKSHOP B
Tuesday 21st January 2014
1.00-4.30
Marriott Regents Park, London, UK

Social Media & Pharma – Making it happen?

Workshop Leaders:
Gary Monk, Director of Strategy & Innovation,
Havas Lynx

Overview:

A practical and interactive exploration of the barriers and drivers to using Social Media within Healthcare. Identifying if Social Media has a role in delivering your Strategy and if it does, how to design, approve, implement, manage and measure your Social Media Programme.

Agenda:

1.00 **Registration and Refreshments**

1.30 **Welcome and Introductions**

1.40 **Health and Pharma Social Media examples, the Good, the Bad and the Ugly**

2.10 **The review of the latest Social Media tools and their relevance (or otherwise) to Pharma**
Social Media Interactive Business Case – validating, designing, approving, implementing, measuring and refining your programme:

2.40 **Social media business case...**
- Intro to success (starting at 2.40)
- Intro to case (starting 3.00)
- Group exercise (starting 3.10)

3.50 **Group Feedback & Learnings**

4.20 **Summary and Closing remarks**

4.30 **End of Workshop**

About the workshop host:

Gary Monk has over 12 years experience within healthcare spanning pharmaceutical Sales, eBusiness, Marketing and Consultancy. His focus is delivering improved business results through the innovative use of digital channels and technology. He has been recognized on many occasions for leading innovative projects that have delivered business value, particularly in the field of healthcare social media. He was responsible for Europe's first Pharma integrated Social Media patient campaign which to date has received 200,000 targeted interactions.

About Havas Lynx:

Havas Lynx is a leading global healthcare communications group.

We are committed to bringing about a change in healthcare. Change informed by experience, driven by innovation and proven in delivery. Change that transforms outcomes for patient, professionals and brands. Helpful change.

SOCIAL MEDIA IN THE PHARMACEUTICAL INDUSTRY

Conference: Wednesday 22nd & Thursday 23rd January 2014, Marriott Regents Park Hotel, London, UK **Workshops: Tuesday 21st January 2014, London**

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Signature: **Date:**

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