

A SPECIAL SNEAK PREVIEW

6th Annual Digital Pharma™ East

October 15-18, 2012 | Philadelphia, PA

Let's Get Digital



At this trend-setting industry conference, here's how key presenters and other experts plan to:

- Share winning strategies
- Challenge conventional thinking
- Spark a lively dialogue
- Predict the future (boldly) and
- Move the digital needle forward

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A SNEAK PEEK AT Digital Pharma™ East

Let's Get Digital

“Digital Pharma™ East is the largest and most actively attended meeting in the Pharma marketing space today,” says Roger Korman, PhD, President, DMD. “It is a superb forum to expose new ideas to colleagues and new contacts.”

Yes, we are living in a digital world, and every single industry is affected. By using technology, social media, mobile applications, and other cutting-edge digital tools, companies both large and small are learning how to effectively implement new marketing strategies. No place in the Pharma space is better suited to explore and share these innovations than Digital Pharma™ East, sponsored by ExL Pharma.

In 2011, the conference showcased 70 industry leaders, 25 case studies, and 15 peer-to-peer networking opportunities to more than 600 pharmaceutical industry innovators in attendance, including more than 200 on “Mobile Day.” This year, the 6th annual conference returns to Philadelphia October 15-18 and, like digital marketing itself, has grown exponentially. This year’s gathering features more of everything: more speakers, more case studies, more networking opportunities from industry experts ready to explore the latest trends and share winning strategies.

This sneak preview of Digital Pharma™ East, 2012 edition, lets you hear from some of the key people who will be speaking at this year’s event, offering a taste of what they’ll be sharing as well as the dialogue they hope to stimulate. We also asked a number of this year’s presenters and attendees to share insights on why the core subject matter of the conference is so important and what it means for the industry.

WHAT
**6th Annual
Digital Pharma™ East**
The Digital Innovators’
Forum for Learning
Relevant Strategies and
Realizing Results

WHEN
October 15-18, 2012
WHERE
Loews Hotel, Philadelphia, PA
TO REGISTER
www.digitalpharmaseries.com/east;
866-207-6528; #digpharm

MYRTLE POTTER CEO, Myrtle Potter Media & Myrtle Potter and Company

Keynote: Improving Diabetes Outcomes
with Digital Innovation



The digital pharmaceutical space is evolving at a rapid rate, says Myrtle Potter, who’ll deliver the keynote address on opening day. From technology to innovative new business models, a central event for exchanging knowledge and inspiration is crucial.

“Digital Pharma™ East fosters a dialogue among all constituencies in the healthcare space, and that is what moves the needle forward for us all,” she says. “The conference brings together many of the most influential and innovative thinkers in healthcare, and I’m honored to be one of this year’s keynoters.”

New technologies and innovative programs are wonderful, Potter says, but they should all be used to achieve a singular goal: making a difference in patients’ lives. There are so many patients who are simply not managing their conditions effectively, she points out, often because they lack sufficient information about their diagnosis. Providing patients and their caregivers simple ways to find the information they need is what it’s all about, along with providing valuable tools to help them become constructive, active participants in their care.

“Today, information is literally at everyone’s fingertips, with access points like the Internet and mobile apps,” she adds. “We have such a great opportunity, not only to develop amazing programs but also to measure their outcomes. In fact, marketers and healthcare solution providers like Everyday Health can see the positive impact on patient health. As an industry, we need to raise the bar and prove to the many stakeholders that digital can make a difference and empower patients to live well, feel good, and make simple changes that can have a significant impact on their health.”

Specifically, Potter will be discussing diabetes, focusing on the ways in which digital approaches can help minimize the impact of disease. With almost 2 million people diagnosed annually, and some 200,000 dying from it each year, she will be using her presentation to look at two new programs that are changing behaviors and improving the health of people with diabetes. She’s hoping for an engaged, inquisitive, and highly interactive audience.

“Inspiring discussion, fresh thoughts, bold ideas—this is the type of dialogue and engagement you can only find at a conference of top thought leaders. It’s my hope that this year, we can put our heads together to get smart minds thinking about how to help people with type 2 diabetes gain control of their disease.”



At a Glance

600+ attendees

95+ speakers

60+ sessions

45+ industry sponsors

18 industry partners

CARLOS DORTRAIT Product Director, Janssen Biotech

Develop an Integrated Multi-Channel Consumer Marketing Campaign



“Social media is still a hot topic in healthcare,” notes Carlos Dortrait, Product Director, Janssen Biotech. “I do not believe anyone has cracked the code on how to truly engage customers in this channel

because of all the trepidation regarding the FDA’s position. I look to learn more about how marketers are championing this cause in their organizations.”

Dortrait and his colleague at Janssen, Priscilla Tavener, will be discussing how to develop an integrated, multi-channel marketing campaign that creates a unique experience for consumers. The duo will be sharing their experience in developing

A Word from the Co-Chairs

Overseeing the 6th edition of Digital Pharma™ East are two co-chairmen: Shwen Gwee, VP, Digital Health, Edelman, and Mark Monseau, Founder & Principal, MDM Communications.

“This conference has long been the industry’s preeminent venue to highlight new trends, developments, and approaches that are influencing how healthcare companies market and promote their products through digital channels,” says Gwee. “This year, we have a great lineup of groundbreaking case studies and thought leaders who can provide attendees with a clear sense of what digital marketing approaches are working today—and what to expect tomorrow.”

Coupled with keynotes from influential speakers, conference attendees will be exposed to innovative approaches and creative thinking to help them identify new ways to solve problems and take advantage of emerging opportunities, adds Gwee, who points to Sinan Aral, keynote speaker on “Social Networks, Viral Marketing, and Big Data,” as a solid example.

“Our aim is to provide attendees with the practical knowledge, case studies, and fresh ideas that they can then bring back to their offices,” says Monseau. “The goal is to help them create new marketing and communications programs that can better connect with patients, healthcare professionals, and other stakeholders and, ultimately, achieve their business objectives via digital channels.”

Both Gwee and Monseau are hoping the conference encourages discussion and debate between both the participants and presenters. “It is only through discussion and critical analysis that successful ideas can be vetted and developed,” says Monseau. “We hope to create an atmosphere to prompt such interaction. In addition, we hope to gain new insights into how different companies and businesses are using mobile, social, and other digital channels to better reach and influence their customers.”



Shwen Gwee
Vice President,
Digital Health,
Edelman



Mark Monseau
Founder &
Principal, MDM
Communications

a digital campaign involving a celebrity advocate. They’ll also discuss how to develop true integration among search, video, and traditional mediums, the keys to measuring the performance of each channel individually and the campaign as a whole, and how it can generate a positive return.

MATTHEW BARRY Assistant Director, HCP Multichannel Marketing, Astellas Pharma US

Use Emerging iPad Technology to Provide Better Access to HCPs

One thing’s for certain, as digital marketing rapidly changes the landscape, it becomes increasingly tougher for marketers and Pharma companies to keep pace, in understanding what’s going on and developing successful approaches. That’s why Matthew Barry, Assistant Director, HCP Multichannel Marketing, Astellas Pharma US, sees incredible value in attending the conference.

“This meeting brings together a host of resident experts who can share their thoughts and experiences to help bring clarity to a fuzzy picture,” he says. “More importantly, it allows each of us time to network outside of the presentations to gain greater insight. The organizers are well connected to our needs, and the topics that are covered are timely, relevant, and often an advance warning of what’s to come.”

MARK BARD Co-founder, Digital Health Coalition



Using social media without a sound strategy won’t make all of Pharma’s problems magically go away, says Mark Bard, co-founder, Digital Health Coalition.

He adds that technology can certainly help companies struggling to find more efficient and more effective ways to reach consumers, physicians, and payers. It can also provide a platform for customer service in a digital world and offer insight into what is or isn’t working.

It’s conferences like Digital Pharma™ East that give established thought leaders and industry newbies a wonderful opportunity to share insights, to network, and to learn what is working—and what needs fine-tuning. “In an industry that is hesitant to share insight (beyond the walls of the individual organizations),” says Bard, “meetings like this are critical to furthering shared insight across companies and motivating marketers to apply innovation within their organization when they return to the office.”

Continued on page 7

#1 Digital Reach

to Physicians and Other HCPs



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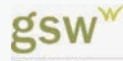
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CARLY KUPER

VP, Strategic Marketing & Corporate Communications, CMI



“It’s 2012—psychiatrists are counseling patients on Skype, cardiologists are testing heart rates with their iPhones, and robots are assisting in surgery,” says CMI’s VP Carly Kuper. “And yet, doctors

are busier than ever and increasingly harder to access. We Pharma marketers need to continuously keep up on our learning to be successful in this environment, and knowing how to utilize new media offers a measurable advantage. We’re bringing proprietary research to Digital Pharma™ East that shows how marketing advances that allow individual prescriber access can offer better results—for the healthcare provider, for the patient, and for the brand.”

ROGER KORMAN, PhD

President, DMD

Redefining Creative in the Mobile-Digital Environment



Consumer marketing campaigns face some very difficult issues in the digital age, according to Roger Korman, PhD, President, DMD. He plans to take a look at the underlying conflicts regarding

creative design that are unfolding in the digital marketing space. What exactly defines “creative” within the limitations of the mobile device and digital communication channels? What can you say and do in a space that is 320 pixels large, 140 characters long, or commands 2 seconds of attention time?

Dr. Korman hopes his discussion of what digital media means for the audience, sponsors, and designers will push some envelopes. “I am hoping to stir the pot in raising awareness,” he says, “that how agencies define their value and their billings is in fundamental conflict with the limitations of the digital domain, to the detriment of their sponsors. I hope to generate a spirited debate.”

In addition to his general session presentation, Dr. Korman will be leading a workshop on “How to design an effective digital campaign with e-mail.”

JACK SCHEMBER

Director of Marketing, SK&A

It’s the valuable connections with digital marketing decision-makers and stakeholders that make it all worthwhile to Jack Schember, SK&A’s Director of

Tuning In to the Digital Buzz

What will be the hottest topics at Digital Pharma™ East 2012? Everything is cutting edge in this fast-paced, rapidly changing environment, but we asked some of this year’s key presenters to share their thoughts on where they sense the buzz.

“Mobile and social media continue to be top of mind for pharmaceutical marketers. Everyone is still learning how to use these powerful new channels of communication most effectively to reach and serve consumers.”
—Myrtle Potter, Keynoter

“How can Pharma use the momentum of Healthcare Reform to partner with Accountable Care Organizations and payers to improve adherence and reach patients with the right intervention tools?” —Todd Steffes, FICO

“Mobile applications, ad infinitum. It is interesting to get away from simplistic ROI calculations to understanding ‘pay for performance.’ What does performance really mean?” —Roger Korman, PhD, President, DMD

“Hot topic? Discussing which life science companies have successfully partnered with the regulatory and legal groups and how they secured approvals to truly engage with patients and consumers through social media.” —Brad Sittler, SAS

“Right now the focus still seems to be on mobile in the delivery of content, either via a rep or in reaching healthcare professionals directly on their mobile devices. Another hot topic just coming into focus is the electronic medical record. Since HCPs and hospitals are incented to make the move to them, Pharma will need to determine the most appropriate way to provide information—and of course what kind of information to provide.”
—Matthew Barry, Astellas Pharma US

“Mobile and iPads are perennially at the top of the list. We’ll be showing off our own iCONNECT suite of iPad apps for Pharma sales reps and are expecting a great deal of interest.” —Jay Goldman, Klick Health

Marketing. This year marks his company’s second appearance at the conference.

“These events are important because they bring together a highly relevant audience of pharmaceutical industry practitioners and thought leaders who are at the forefront of digital marketing,” he says. “While other events may dedicate partial classroom time to social, digital, and mobile media, the Digital Pharma™ series is solely focused on these topics, indicating there is a strong demand for understanding the trends and sharing ideas and experiences.”

At the conference, SK&A will be introducing OneKey Digital, a syndicated database of digital intelligence. By combining digital identities with validated physical identities, SK&A’s solution identifies customer targets online and validates their digital presence, frequency, activity, and associations. The company’s goal is to have these profiles aid marketing, medical affairs, market access, and sales departments in life sciences and healthcare companies in terms of more effectively engaging their customer base.



At a Glance

6 learning formats

- General Sessions
- Breakout Tracks
- Workshop Master Classes
- Unconference Sessions
- Case Studies
- Interactive Panels



At a Glance

6 Themes

- Pharma 3.0: Understanding the impact of emerging social and mobile tactics on your brand
- Creating a dynamic digital marketing review process in your organization
- Embracing and leveraging "Big Data" analytics
- Understanding the impact and trends around mHealth
- Staying up to date with FDA social media guidance
- Successfully integrating the iPad throughout the enterprise

3 "Power Networking" events

Receptions in the exhibit hall and elsewhere

"More than 90% of doctors are active online," says Schember, "and two-thirds use social media for their business and to get medical information. Leading life sciences and healthcare companies are seeking to uniquely leverage these increasing trends to uncover insights into a doctor's needs and beliefs on a multitude of healthcare topics, from disease management and product information to profile management and peer influence. The new engagement model is to accurately identify doctor participation in social media channels, continue to build stronger relationships with existing customers, and cultivate new relationships based on their activity and associations, as reflected by their digital footprint."

JAY GOLDMAN VP, Innovation & Emerging Channels, Klick Health

Future 15 Pharma Trends



Klick's clients are regularly allocating more of their budgets to digital channels, which is why Jay Goldman looks forward to interacting with Digital Pharma™ East attendees to celebrate, discuss, and share best practices.

Goldman's presentation will unveil Klick Health's FUTURE15 vision, looking at some of the most influential trends that will be shaping the Pharma industry in the coming years. "The trends are spread out across a wide variety of topics," he says, "including changes to our marketing and regulatory environments, innovations in technology, and consumer and healthcare provider behavior, among others. I'll be speaking during the first session on Day One, which gives us a chance to get everyone thinking and discussing for the rest of the conference."

While Goldman admits that whenever you do some crystal ball gazing to predict future trends,

you're sure to get some parts wrong, he's hoping to engage the audience in a candid dialogue to discuss how close they think Klick really is to the truth.

TODD STEFFES VP of Healthcare Practice, FICO

Predict, Understand and Adapt for Better Health Outcomes



FICO's Todd Steffes is also counting on audience participation. He's looking for feedback on the value of using predictive analytics to automate and increase the value of campaigns.

His presentation is all about "Big Data."

"Pharmaceutical marketers are grappling with both the exciting potential and daunting challenges associated with Big Data," he says. "By focusing on the wealth of data captured from non-personal promotions, and inbound and outbound prescriber interactions, marketers can apply advanced analytics to create a 360-degree view of their customer and deliver relevant, personalized offers, leading to Big Marketing."

BRAD SITLER Principal Industry Consultant, Center for Health Analytics and Insights, SAS

Panelist: The Role of Marketing in Improving Health Outcomes



Social media is certainly one of the hottest topics in the industry right now. In particular, says Brad Sitler of SAS, it's all about "how to leverage social media. There is tremendous interest in discussing

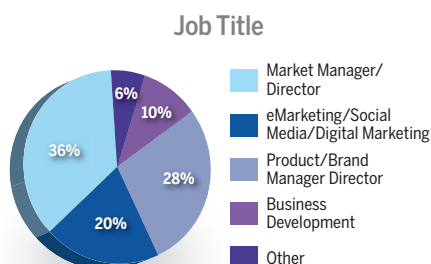
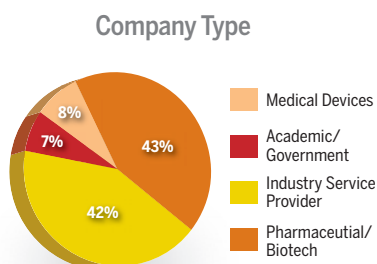
which life science companies have successfully partnered with the regulatory and legal groups, and learning how they secured approvals to truly engage with patients and consumers through social media."

This year SAS is looking to engage in conversation with Pharma and Biotech leaders regarding their challenges in partnering with payers and providers. In terms of their own presentation, "We will be proposing new commercial model concepts for collaboration between payers, providers, and life sciences companies that focus on improving the outcomes of patients," reveals Sitler. "Our goal is to develop approaches that enable all parties to benefit from these partnerships—patients will experience better outcomes, payers and providers will realize lower total cost-of-care, and life science companies will see increased utilization of their products."

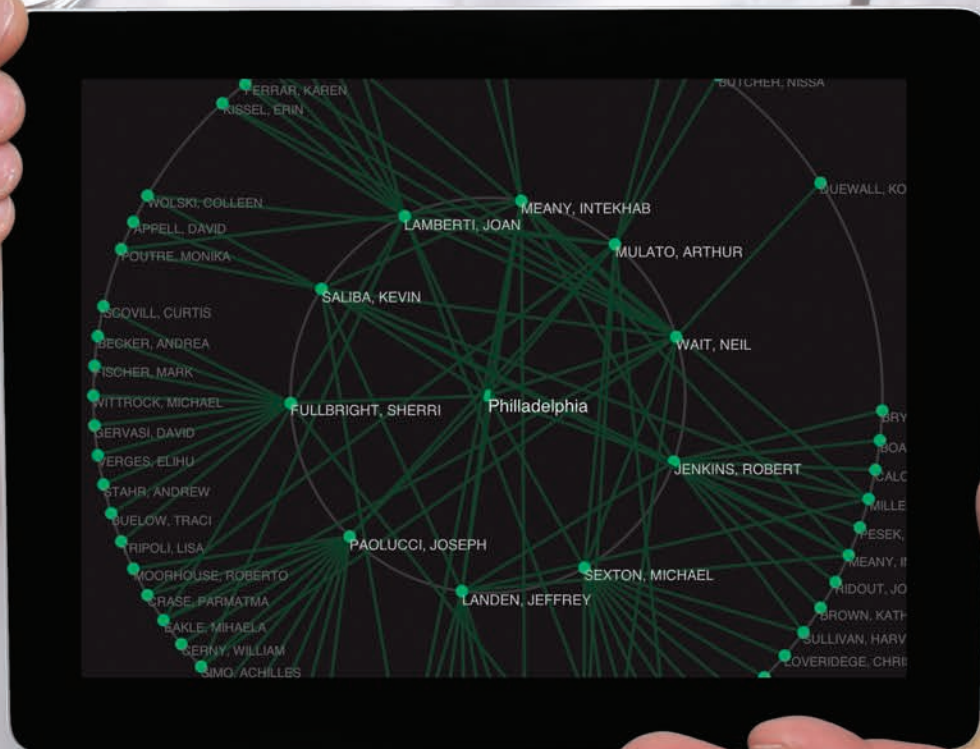
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Who'll Be There?

Data are final figures from the 2011 conference.



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At a Glance

5 Conference Tracks

- **Patient & Consumer Marketing**—How to establish relationships that matter beyond patent expiration
- **Healthcare Practitioner Marketing**—Making an impact at the point-of-care
- **Internal Process Improvement & Analytics**—Creating a dynamic, results-driven marketing organization
- **Multi-channel Marketing Strategy**—Overcoming the challenges in creating an integrated environment
- **Interactive and Unconference Sessions**

With the patient squarely in the center of the new care model, all parties should be empowered to support new types of collaboration.”

JACK SCANNELLI

Director, Regulatory Advertising & Promotion Lead—Primary Care, Drug Regulatory Affairs, Novartis

Regulatory Town Hall

Diversity is another key to the conference’s success. Novartis executive Jack Scannelli looks forward to attending and speaking mainly due to the wide variety of attendees.

“Pharma marketers, lawyers, compliance and regulatory affairs professionals, along with agencies and industry experts convene to share best practices and collaborate on advancing Pharma involvement in new media activities,” he says. “This is reflected in the breadth of topics offered at the meeting presented by subject matter experts with varied backgrounds with many different points of view. It is a rich marketplace of the mind.”

NICHOLAS DiNUBILE, MD

Orthopedic surgeon, author, and founder, Framework Interactive Technologies

Keynote: Understand the Emerging Role of Gaming Technology in Healthcare

“Dr. Nick,” an orthopedic surgeon, best-selling author, and founder, Framework Interactive Technologies, is excited to attend and present at his first-ever Digital Pharma™ conference.

Specializing in sports medicine in his private practice, Dr. DiNubile will be speaking about interactive gaming technologies and their potential to positively change individuals’ health, using case histories to illustrate key points. He has become very interested in interactive technologies and digital media as they relate to improving patient care and population health.

“It is my strong feeling that these emerging technologies are totally untapped,” he says. “I believe we will only be limited by our own creativity in terms of developing health-related solutions using digital media. In 10 years, healthcare will look and feel very different, and I am certain digital media will be front and center in that transformation.”

RON SCALICI

Chief Innovation Officer, Group DCA

HCP Engagement: Content Strategies That Get Results



“The conference provides industry innovators with a forum to share trends, provoke new ideas, and influence change,” says Ron Scalici, Chief Innovation Officer for Group DCA. “The industry benefits from the sharing of ideas, which can both be challenged and built upon.”

Scalici will be discussing how to create the ideal customer experience by looking at the very definition of integration, putting your customer first and setting the right expectations. “I am looking to be provocative and get people to challenge the status quo,” he says. In terms of feedback and takeaways, he’s “looking to gain support on a paradigm shift on how Pharma companies communicate with HCPs.”

A Mobile Day, for an Industry on the Move



Robert Allen
Director, Digital Marketing,
Astrazeneca

Continuing a successful tradition, Digital Pharma™ East includes a conference within a conference. In a fitting end note to the week’s proceedings, Thursday, October 18 is designated as Mobile Day, devoted to exploring top trends in mobile integration within the pharmaceutical industry and understanding how smartphones, iPads, and other digital paraphernalia are radically reshaping the business landscape.

“My message throughout the day will be emphasizing the importance of mobile to the future of our industry,” says Robert Allen, Director of Digital Marketing for AstraZeneca and Chair of Mobile Day. “With each

day that passes, a shift continues to happen in the ways in which patients and physicians are consuming our marketing materials and clinical information. They are moving from the desktop to handheld devices. We need to recognize that shift and understand the key differences that come with that change.”

Pharmaceutical companies and other industry innovators will share mobile strategies, focusing on such topics as iPad Launch to the Sales Force, Apple Apps in the Pharmaceutical Business, Global Health Data Trends in Mobile, and Using Mobile to Build Relevance and Engagement with Consumers.



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