



6th Annual Patient Marketing & Communications Forum

10th & 11th May 2004
London Heathrow Marriott Hotel, London

From DTC to DTP and beyond

Unique Format

- One-to-one meetings with fellow delegates and suppliers
- Multi-streamed conference sessions
- World class speaker programme
- Themed luncheon discussions



Key presentations from industry leaders

Kathryn Aikin



Social Science Analyst,
Division of Drug Marketing,
Advertising and Communications,
FDA, US

Scott C. Ratzan



Vice President Government Affairs, Europe,
Johnson & Johnson & Chair, EFPIA Informed Patient Task Force, Belgium

Di Stafford



Head of Patient Relationship Marketing,
Pfizer, UK

Philip Atkinson



International Consumer Marketing Manager, Roche Pharmaceuticals, Switzerland

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PHARMACEUTICAL **marketing**
THE MAGAZINE FOR DECISION MAKERS

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Early booking discount – see back for details

To register: Bookings hotline: + 44 (0) 20 7940 7070 Fax: +44 (0)20 7940 7071 Online: www.pmc.access-events.com



Delegate Registration Form

VENUE DETAILS

London Heathrow Marriot Hotel,
Hayes, Middlesex, UB3 5AN
Tel: +44(0)20 8990 1100 Fax: +44(0)20 8990 1110

HOW TO BOOK

By fax: +44 (0)20 7940 7071
By telephone: +44 (0)20 7940 7070
Online: www.pmc.access-events.com

BY POST

Access Events International Ltd,
India House, (2nd floor)
45 Curlew Street, London SE1 2ND, UK

10th & 11th May 2004

COMPANY DETAILS

COMPANY NAME:

ADDRESS:

TEL:

FAX:

DELEGATE DETAILS

NAME (1)

JOB TITLE:

EMAIL:

DIRECT TEL:

MOBILE:

NAME (2)

JOB TITLE:

EMAIL:

DIRECT TEL:

MOBILE:

NAME (3)

JOB TITLE:

EMAIL:

DIRECT TEL:

MOBILE:

CONFERENCE STREAM CHOICES

11TH MAY 2004

Stream 1 Partnerships

NAME 1

NAME 2

NAME 3

Stream 2 Relationship Marketing

PAYMENT METHODS

Number of delegates

Visa Mastercard Amex DinersClub

Total Fees inc VAT

£

Card Number

Expiry Date

 /

Print Name

Signature

Date ___/___/___

Please check that you have signed. Data Protection Act, Personal Data is gathered in accordance with The Data Protection Act 1998. We may make your details available for use by other selected companies in the UK and other countries for marketing and sales purposes. If you do not wish your details to be passed onto other organisations, please tick this box

Registered in England No 04569866

A 4% service charge will be levied to cover the cost of our scheduling services

DELEGATE PARTICIPATION PACKAGE

FEE: £1350 + VAT

FEE INCLUDES

- Speed-dating for business
- Conference sessions
- Conference documentation
- Lunches and refreshments
- Networking drinks reception
- Themed luncheon discussions

ACCOMMODATION

Hotel accommodation is not included in the registration fee. However reduced rates are available at the London Marriott Hotel Tel: +44 (0)20 8990 1100. Please quote GA2A when booking. It is advisable to book early to secure the reduced rate.

SPEED DATING FOR BUSINESS

SPEED-DATING FOR BUSINESS

The one-to-one meetings on day one are an integral part of the event. To enable delegates to meet with the most appropriate people, delegates are required to complete a short questionnaire and subsequent meeting preference form

EARLY BOOKING DISCOUNT

SAVE £100

Early booking discount £1250 + VAT.

To qualify for early booking discount payment must be received no later than

Friday 21st March

VIRTUAL CONFERENCE PACKAGE

There's no substitute for being there, but if you cannot attend then purchase the virtual conference package

- Interactive CD with slides and audio
- Event workbook
- Dispatch costs

Fee: £495

I am unable to attend please send me ___ copies of the virtual conference package at £495

Payment must be received before dispatch

TERMS AND CONDITIONS

PARTICIPATION AT EVENT

Organiser will prepare a schedule of meetings and individual delegates will attend the business meeting appointments as detailed on the final itinerary presented to them at the venue

CANCELLATION POLICY

Delegate bookings are transferable but cannot be cancelled. Access Events reserve the right to reject delegate applications

PAYMENT TERMS: STRICTLY BY RETURN

BANK TRANSFER

Bank Transfer: Access Events International Ltd

Bank Details: National Westminster Bank,
Cavell House, 2A Charing Cross Road, London,
WC2H 0NN, United Kingdom
Sort Code: 60-40-05
Account number: 32002521

Please tick this box to confirm you are paying by cheque

Source W

Please sign and fax back on +44 (0)20 7940 7071 to confirm your attendance

World Class Event

Now in its 6th year **The Patient Marketing & Communications Forum** is Europe's only dedicated forum for heads of marketing and communications to get the latest industry insights into one of the key issues for today - how to maximise patient communications. This year's event moves the discussion on from DTC to DTP and beyond

SPEED-DATING FOR BUSINESS

This event is different to any event you have attended. This specially convened networking forum allows you to arrange up to seven pre-scheduled business meetings with fellow delegates and vendors

THEMED LUNCHEON DISCUSSIONS

These informal sessions allow you to pick and choose from a series of discussions that are directly relevant to your company, with a group of like-minded peers

Forum Focus

• **Future medicines legislation**

Hear the latest news on the regulatory situation from the Chair of the European Federation of Pharmaceutical Industries and Associations Informed Patient Task Force

• **FDA review of DTCA**

Hear the US Food & Drug Administration present the key findings from their review of Direct to Consumer Advertising and outline the new draft guidances for sponsors

• **Moving on from DTC**

Pfizer explain how they are using patient relationship marketing to build meaningful relationships with patients through integrating on and offline channels

• **If Nike can just do it why can't we?**

Schering Plough shows how thinking like consumer brands is the key to improving communications

• **DTP in action**

AstraZeneca share their experiences of building ZEN, an on and offline relationship programme

• **Listening to patients**

MORI show you how asking the right questions can deliver real value and meaningful results from your research

Day One – Monday 10th May 2004

08.30	Delegate registration and coffee
09.00	Chairman's opening remarks Herb Ehrenthal , <i>Vice President, Advertising & Marketing Communications, Schering Plough Corporation, US</i>
09.05	OPENING KEYNOTE: EU POLICIES FOR ADVANCING A HEALTH COMPETENT CONSUMER <ul style="list-style-type: none"> The Futures Medicine Legislation and related EU activities present an opportunity for better communication with European patients. This presentation will explore the alternatives under consideration and the evidence base and value of promoting health information Scott C. Ratzan , <i>Vice President Government Affairs, Europe, Johnson & Johnson, Chair, European Federation of Pharmaceutical Industries & Associations (EFPIA) Informed Patient Task Force, Belgium</i>
09.45	THE INFORMED PATIENT – A FRAMEWORK FOR ACTION A cross industry initiative encompassing key stakeholders <ul style="list-style-type: none"> What is the need for the healthcare system? What can we do? - short & medium term strategies Who needs to take it forward? Peter Singleton , <i>Senior Associate, Judge Institute of Management, UK</i>
10.20	PATIENT RELATIONSHIP MARKETING – THE NEW DTC? <ul style="list-style-type: none"> Understanding & segmenting patient populations Building profitable long term patient relationships Developing a cost-effective channel strategy: on/offline Di Stafford , <i>Head of Patient Relationship Marketing, Pfizer, UK</i>
11.00	Morning coffee
11.25	ESTABLISHING A MEANINGFUL RELATIONSHIP WITH YOUR CUSTOMERS <ul style="list-style-type: none"> The brand promise – reconciling customers needs Using technology to reach out to customers Integrating DTC with the ethical campaign Julian Knowles , <i>Senior Account Director, GSW Europe, UK</i>
12.00	DEVELOPING DISEASE AWARENESS AND PRODUCT CAMPAIGNS <ul style="list-style-type: none"> Do we really want disease awareness campaigns? Have they got a future? Case study: UCB Institute of Allergy Margaret Morgan , <i>Head of Pharma Communications, UCB Pharma, Belgium</i>
12.40	NETWORKING LUNCH
13.45	MARKETING TO LOWER SOCIO ECONOMIC GROUPS <ul style="list-style-type: none"> Why your marketing to consumers needs to be trashy, have a reading age of 9, lots of bold colours and still be legal Mark Chataway , <i>Consultant, Bairds Communications Management Consultants, UK</i>

SPEED-DATING FOR BUSINESS

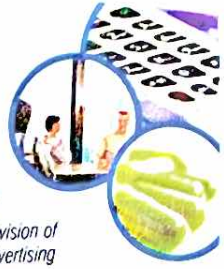
Typical Meeting Schedule

14.20	Meeting One
14.45	Meeting Two
15.10	Meeting Three
15.35	Meeting Four
16.00	Meeting Five
16.25	Meeting Six
16.50	Meeting Seven

17.15	CLOSING KEYNOTE: WHAT CAN WE LEARN FROM THE US EXPERIENCE OF DTC? <ul style="list-style-type: none"> Final report and summary of key findings from FDA's review of DTC advertising undertaken to examine the impact of DTC prescription advertising on the physician patient relationship. This session will also include a brief review of the new guidances Kathryn Alkin , <i>Division of Drug Marketing Advertising and Communications, Food & Drug Administration (FDA), US</i>
17.50	CLOSE OF DAY ONE FOLLOWED BY CHAMPAGNE RECEPTION SPONSORED BY



SCANNED



Communications Forum

on Discussions • World Class Speaker Programme • Forum Focus

Day Two – Tuesday 11th May 2004

- 09 00 Chairman's introduction and recap of the first day
- 09 05 **OPENING KEYNOTE: VISION AND REALITY – CHANGING CONSUMER DYNAMICS**
- Principles of consumer marketing vs. pharma marketing
 - Emotion vs. function
 - Case study-sleep aids
- Herb Ehrenthal, Vice President, Advertising & Marketing Communications, Schering Plough Corporation, US**
- 09 50 **COMMUNICATING TO REAL PEOPLE –THE GOOD AND BAD OF MARKET RESEARCH**
- How realistic are we being in assessing the value of market research?
 - Do people tell the truth about their behaviour?
 - How do we uncover inconsistencies in response?
 - What can you do to counter it?
 - Where are we spending our money and where should we be spending it?
- Michele Corrado, Director, Social & Health Research, MORI, UK**
- 10 25 **DTC IS A 4 LETTER WORD -IT'S TIME FOR BACK TO BASICS**
- 4 principles for a consumer marketing model
 - Generating consumer insights
 - Developing segmentation
 - Targeting and media selection
 - Practical case study examples
- Phillip Atkinson, International Consumer Marketing Manager, Roche Pharmaceuticals, Switzerland**
- 11 00 Morning coffee
- 11 20 **THE POWER OF STRONG BRANDING IN LIFE CYCLE MANAGEMENT**
- Brands as business assets: brand development and its role in the pharma industry
 - The Zantac-Tagamet example: optimisation of a blockbuster
 - Patient power: a case study from the vaccine industry
- Johan Heylen, Associate Director - Live Viral Vaccines WW Commercial Strategy, GlaxoSmithKline Biologicals, Belgium**
- 11 55 **DTP IN ACTION – IMPLEMENTING A CUSTOMER RELATIONSHIP PROGRAMME**
- Why and what
 - Direct to patient and the regulatory situation
 - Case study – zen-uk.com
 - Future opportunities
- Mike Rea, Managing Director, IdeaPharma & Jenny Dawes, Global Research Manager, AstraZeneca, UK**
- 12 25 **COMMUNICATIONS IN A CRISIS**
- Why is the pharma industry continually finding itself the subject of unwelcome publicity?
 - How does this affect your marketing?
 - What kind of impact does the brand have?
 - What can you do? - the 12 hallmarks of quality communications in a crisis
- Simon Bryceson MBE, UK**
- 13 00 **THEMED LUNCHEON DISCUSSIONS**
- | Stream One - Partnerships | Stream Two – Relationship marketing |
|--|---|
| 14:20 WORKING TOWARDS SYNERGY BETWEEN PROFESSIONALS AND PATIENT GROUPS | 14:20 MAXIMISING PATIENTS EXPERIENCES ONLINE |
| <ul style="list-style-type: none"> The imperative of collaboration between science and society How partnership brings progress The evolution of a model of good practice <p>Evelyn Sipido, Liaison Officer, European Federation of Neurological Societies, Italy</p> | <p>June Dawson, Head of Digital Practice and Operations Director, Sugar, UK</p> |
| 14:45 WORKING WITH PATIENT GROUPS AND PHYSICIANS TO ESTABLISH EFFECTIVE COMMUNICATIONS | 14:50 DTC- PATIENT COMMUNICATION PROGRAMMES |
| <ul style="list-style-type: none"> What information is needed and how? Drawing on practical experience in the diabetes and cardiology markets <p>William Bratton, Associate VP Global Brand PR, Sanofi-Synthelabo, France</p> | <ul style="list-style-type: none"> How do you implement a consumer assistance programme in a regulated environment? How will a consumer assistance programme benefit your brand? Developing educational programmes to integrate into brand strategies <p>Giles Tomsett, Director of Healthcare Sales and Marketing, AXA Assistance (UK) Ltd</p> |
| 15:20 PANEL DISCUSSION | 15:20 DEVELOPING THE PATIENT RELATIONSHIP THROUGH MOBILE SOLUTIONS |
| <p>Phil Riley, Communications Manager, International Diabetes Federation, Belgium</p> <p>William Bratton & Evelyn Sipido</p> | <ul style="list-style-type: none"> Integrating SMS & MMS into your campaign <p>Tony Scriven, Corporate Marketing, O2, UK</p> |
| 15 50 A CALL TO ACTION –3 THINGS YOU SHOULD DO TO MOVE FORWARD | |
| <p>Antje Burbach, Director, Business Communication Europe, Baxter Healthcare, Switzerland & Mark Chataway, Bairds Communications Management Consultants, UK</p> | |
| 16 20 CLOSE OF CONFERENCE FOLLOWED BY TEA | |

Learn from the experts



Kathryn Aikin, Division of Drug Marketing Advertising and Communications, Food & Drug Administration (FDA), US
Kathryn is an Expert Social Science Analyst in FDA's Division of Drug Marketing, Advertising and Communications (DDMAC). Since joining the FDA, Dr Aikin has designed and conducted studies on consumer comprehension of the revised over-the-counter drug labels, physician perceptions of pregnancy labelling, consumer perceptions of individual drug advertisements and, most recently, the 1999 and 2002 national surveys of consumer and physician attitudes toward direct-to-consumer advertising of prescription drugs



Scott C. Ratzan, Vice President, Government Affairs, Europe, Johnson & Johnson & Chair EFPIA Informed Patient Task Force, Belgium
Following a decade in Boston in academia as founder and Director of the Emerson-Tufts Program in Health Communication, Scott moved to Washington focusing on health policy and communication. He continues to maintain faculty appointments at the University of Cambridge, Tufts University School of Medicine and George Washington University Medical Center as well as the College of Europe in Belgium



Di Stafford, Head of Patient Relationship Marketing, Pfizer, UK
Di has more than sixteen years consumer marketing experience, having held senior marketing positions within Unilever, Pepsico and AXA PPPhealthcare. She has also worked in strategic marketing consultancy, developing brand marketing strategies for a wide range of global clients. Her role within Pfizer UK is to bring consumer marketing thinking to the pharmaceutical division, develop a patient-centric approach, and enhance direct-to-patient relationships



Phillip Atkinson, International Consumer Marketing Manager, Roche Pharmaceuticals, Switzerland
Phillip is currently based at Roche Pharmaceuticals Headquarters in Basel, Switzerland as the International Consumer Marketing Manager. In this role he is responsible for developing global consumer, physician and pharmacist marketing strategies and working with affiliates to ensure they are implemented effectively. Phillip's specific interest is how to drive patient demand for healthcare products

Supported by

Pharmaceutical Marketing is the leading monthly magazine for marketing decision-makers in the pharmaceutical industry 2003 also saw the launch of Pharmaceutical Marketing Europe as the first magazine devoted to the pan-European marketer. Written for Europeans by Europeans, it tackles the international marketing issues that really matter providing essential reading for everyone involved in, or with an interest in, the marketing of pharmaceuticals across Europe

PMLive.com is the leading online resource for the pharma industry, from the publishers of Pharmaceutical Marketing magazine. The site features weekly news, web-exclusive features, plus an archive of over 2,700 articles from past issues of Pharmaceutical Marketing, Pharmaceutical Marketing Europe, Communiqué and 3D International

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Exhibition and sponsorship opportunities
A limited number of opportunities are available. For further information contact Oliver Sloane on +44 (0) 20 7940 7087 or email: oliver.sloane@access-events.com