

ePatient Connections/2014

SEPTEMBER 15-16, 2014



WYNDHAM PHILADELPHIA
HISTORIC DISTRICT HOTEL

Multiple Stakeholders Showcasing Industry's Best Practices to Connect and Strengthen Relations with ePatients



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Anne Marie Ciccarella
BREAST CANCER
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Marjorie Reedy ▲
TELERX TEAM
AT MERCK &
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Sarah Spielvogel ▲
NOVO NORDISK A/S



Mark Wiley ▲
AUXILIUM
PHARMACEUTICALS

Top 5 Reasons to Attend

- ▶ Through **case studies**, gain a better understanding of how pharmaceutical companies use social media platforms and digital tools to **connect** with online **patient communities**
- ▶ **Discuss** the evolution of the ePatient and it's role in generating tailored content applicable in healthcare
- ▶ **Explore** the use of third party contributors and **multichannel engagements** to strengthen stakeholder relationships with online patient communities
- ▶ Learn about how multiple stakeholders **interact with ePatients** and the impact on **health outcomes** and patient engagement
- ▶ **Examine** the challenges that industry and ePatients face when trying to understand the **regulatory** landscape of **social media**

Topics Covered:

- » The **impact** of digital engagements on **healthcare providers** and patients
- » Vehicles used by pharma and healthcare providers to **engage with ePatients**
- » Content **marketing** to reach ePatients
- » Connecting with ePatients for **Medical Device**
- » **Social Media** Regulatory /FDA **Guidance** on Social Media

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ePatient Connections/2014

Dear Colleague,

It is hard to describe and define patients in the modern world; patients are constantly evolving and the increased use of technology and digital engagements in the healthcare landscape enables them to take an active role in their healthcare like never before, transforming their interactions with doctors, caregivers and drug manufacturers. This active role is generating more educated, hands-on digital patients that are in turn creating online communities and influencing research through the constant production of healthcare data.

Multiple stakeholders in the healthcare, pharmaceutical, medical device and biotechnology fields have shifted their attention to these online communities and are looking for effective ways to connect with them. Nevertheless, effectively achieving that connection requires a deep understanding of their uniqueness, needs and expectations. Nevertheless, effectively achieving that connection requires a deep understanding of their uniqueness, needs and expectations. The ePatient Connections 2014 summit, dives into the ePatient ecosystem and explores the different facets of patient engagement.

This event is designed for pharmaceutical, biotechnology, medical device companies and healthcare providers to understand how to effectively communicate and connect with ePatients and growing ePatient communities. Additionally, through multiple case studies and panel sessions the event gives a broad perspective on how different patient groups use of social media platforms and digital tools, and creates an environment in which the audience can see how multiple stakeholders interact with each other and the major challenges they face when doing so.

I look forward to meeting you in September!

Sincerely,

Katerina Leon

Katerina Leon / @ePatCon2014
Conference Director, ePatient Connections
kleon@exlpharma.com

Booking Details:

Wyndham Philadelphia Historic District
400 Arch Street
Philadelphia, PA 19106

To make reservations please call **1-877-999-3223** and request the negotiated rate for ExL's September Meetings. The group rate is available until **August 25, 2014**. Please book your room early as rooms available at this rate are limited.

This **conference** is designed for:

Life Science Professionals (Pharma, biotech, medical devices, physicians, payers) with responsibilities in the following areas:

- » Marketing / eMarketing
- » Digital Strategy / Marketing
- » Social Media / Media Strategy
- » Patient Recruitment / Patient engagement
- » Medical Communications
- » Medical Education
- » Physician/HCP Marketing
- » Product / Brand Management
- » Multi Channel Marketing
- » Information Technology
- » Regulatory and Compliance
- » Patient Adherence
- » Patient Advocacy

ePatients:

- » Patients and their online communities
- » Caregivers

This **conference** is also of interest to service providers including:

- » Public Relations and Advertising Agencies
- » Marketing and Interactive Marketing Agencies
- » Consultants
- » Technology Vendors in the Mobile Health space

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To learn more about these opportunities, contact Sean Blank, Business Development Manager at **917-258-5154** or sblank@exlpharma.com

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8:00	Registration Opens & Continental Breakfast		
8:45	Co-chairperson's Opening Remarks <i>AnneMarie Ciccarella, Breast Cancer Health Activist, creator of the blog 'CHEMOBRAIN... IN THE FOG', @CHEMOBRAINFOG</i> <i>Lisa R.Courtade, Executive Director, Global Market Research Excellence, MERCK & COMPANY, @LISACOURTADE</i>		
9:00	Authentic Humanity: Why it Matters Above all Else <ul style="list-style-type: none"> Understand the responsibility that comes with becoming part of a patient community Explore ways to identify content creators within your organization that will add to the collective consciousness of the community Why you must stop thinking of the text that you share as 'content' to trusted, supportive and relied upon source <i>Scott Benner, Diabetes Health Activist, author of 'LIFE IS SHORT, LAUNDRY IS ETERNAL', @ARDENSDAY</i>	Data Conversation	<ul style="list-style-type: none"> Examine the healthcare system's incentive structure and explore industry opportunities to capitalize and invest in new approaches to patient-generated health content <i>John Hixson, Assistant Professor of Clinical Neurology, UNIVERSITY OF CALIFORNIA, SAN FRANCISCO, Clinical Lead for Patient-Facing Technologies, DEPARTMENT OF VETERANS AFFAIRS, @POEMSTUDY</i>
9:30	Retain and Engage Patients in a Digital World <ul style="list-style-type: none"> Understand the challenges in acquisition and retention of patients and create meaningful online support Utilize the point of care as a resource to understand content development vs. content curating Reciprocity, have you thanked your customers lately? <i>Chris Field, Associate Marketing Manager, Patient /Consumer Marketing, ROCHE DIABETES CARE</i>	Case Study	12:30 Luncheon
10:00	Digital Channels and their Role in Research and Development as Effective Tools to Improve Clinical Trial Patient Enrollment <ul style="list-style-type: none"> The use of digital and social media platforms to increase study awareness and patient participation in clinical trials Online trends in patient's use of digital and social media platforms and potential opportunities in clinical trial recruitment <i>Melody Toorneman, Director Digital Practices, Global Medical Platforms and Capabilities, GLAXOSMITHKLINE</i>	ePatient Panel	1:30 The use of a Nurse's Online Portal to Turn Multiple Myeloma Patients into Empowered ePatients <ul style="list-style-type: none"> Learn how Millennium Pharmaceuticals and Klick Health are helping nurses turn multiple myeloma patients into empowered ePatients Discuss the impact on patient engagement of Millennium Pharmaceuticals' nurses portal on the VELCADE website Explore the effect of the VELCADE nurses portal in setting expectations for nurses and patients through the different stages of the treatment of multiple myeloma <i>Simon Greer, Sr. Digital Strategist, KLIICK HEALTH</i>
10:30	Networking Break		2:00 Understand Social Media's Impact on patient Communities and Ways to Develop Valuable Relationships with ePatients <ul style="list-style-type: none"> Explore the use of different social media platforms by patient and caregiver communities according to therapeutic category Understand what the social media health community wants from industry Discuss best practices to understand the unique needs and expectations of patients in order to deliver high-value initiatives and community relationships <i>Moderator: Melissa Barnhart, VP, WEGO Health – @MBFOOTPRINTS</i> <i>Panelists:</i> <i>Jodi Seidler, Osteoporosis Health Activist, creator of 'THE HIPSTER CLUB,' @BOOMERBABE1</i> <i>Stacie Van Brandenburg, Lyme Disease Health Activist, creator of 'FIGHT LYME,' @FIGHTLYME</i> <i>Kelly Conway, Rheumatoid Arthritis Health Activist, co-founder of the INTERNATIONAL FOUNDATION FOR AUTOIMMUNE ARTHRITIS, @LOLABELLAQUIN AND/OR @IFAARTHRTIS</i> <i>Catherine Price, Diabetes Health Activist, health & nutrition writer, @CATHERINE_PRICE</i>
11:00	Explore the Interactions Between Online Communities and Pharmaceutical Companies <ul style="list-style-type: none"> Learn how through educational efforts pharmaceutical companies have approached patient communities Discover patient's feedback when being approached by pharmaceutical companies and other healthcare providers Understand why for many devastating diseases like cystic fibrosis, it is essential to evolve strong partnerships with multiple stakeholders <i>Jeanne Barnett, Founder, CYSTICFIBROSIS.COM, @JEANNEBARNETT</i> <i>Chris Baldwin, CEO, CYSTICFIBROSIS.COM</i>	Case Study	2:45 The Importance of Patient Advocates and Their Role to Support, Engage and Connect with Multiple Stakeholders <ul style="list-style-type: none"> Learn about patient ambassadors and their role as leaders to serve the needs of consumers at the disease state point Explore the use of patient ambassadors to connect brands to other patients, healthcare providers and policy makers Examine Novo Nordisk's best practices to connect with multiple stakeholders <i>Sarah Spielvogel, Senior Manager, Product Communications at NOVO NORDISK A/S</i>
11:30	Engage Patients in Their Healthcare Decision-Making by Utilizing Digital Resources <ul style="list-style-type: none"> Learn how the internet is facilitating patients to take charge of their health Understand the impact of the internet in driving better patient outcomes Explore how the pharmaceutical industry is responding to the increased reliance on digital health <i>Marjorie Reedy, Director, Market Research Center of Excellence, MERCK & CO.</i>	Case Study	3:15 Networking Break
12:00	Learn About Patient-Generated Data and how this Content can Better Utilized and Valued <ul style="list-style-type: none"> Learn about the current methods for collecting health-related data through online communities and at-home monitoring systems Discuss how current online data collection platforms are improving doctor-patient communications and care plans 	Case Study	3:45 "e-Man!" -Successful Strategies for Engaging Men and their Health <ul style="list-style-type: none"> Learn about consumer research tools to better understand the male market in the digital space Understand the role that the type of disease and demographics play in the way men engage digitally Understand ways to influence behavioral searches and provide ROI options based on the type of patient <i>Mark Wiley, Market Research Manager at AUXILIUM PHARMACEUTICALS</i>

Group Discussion

4:15 **Examine How Multiple Stakeholders Interact with ePatients and the Impact on Health Outcomes and Patient Engagement**

- Understand the conversation between pharma, patients, payers doctors, and government
- Learn about the different challenges faced by multiple stakeholders when connecting with ePatients
- Explore ways to improve existing interactions between epatients and stakeholders

Moderator: Craig deLarge, *Global Leader, Multichannel Marketing Strategy & Innovation at MERCK & COMPANY, @CADELARGE*

Group Discussion

5:00

Panelists:
 Baber Ghauri, *Chief Medical Information Officer, ST. MARY MEDICAL CENTER, @DRBABERGHOURI*

Emily Kramer-Golinkoff, *Cystic Fibrosis Health Activist, Co-founder of EMILY'S ENTOURAGE, @EMILYKG1*

Jonathan Cho, *Chief, Communications Technology Branch at NATIONAL CANCER INSTITUTE, @CHOSPLACE*

Conclusion of Day One

8:00 Registration Opens & Continental Breakfast

9:00 Co-chairperson's Opening Remarks
AnneMarie Ciccarella, Breast Cancer Health Activist, creator of the blog 'CHEMOBRAIN... IN THE FOG', @CHEMOBRAINFOG

Lisa R.Courtade, Executive Director, Global Market Research Excellence, MERCK & COMPANY, @LISACOURTADE

9:15 **Build the Experience - Connecting with ePatients for Medical Device Organizations**

- Trends, interactions and challenges for medical device organizations when connecting with ePatients
- Learn about best practices for starting the engagement process with patients
 - Social media/ digital engagement in the medical device industry pros/cons
 - Tools/media for device patient education
- Social media as a tool for patient's impact on product development

Jaimie Mattson, Sr. Marketing Manager - Cardiac Connected Care at MEDTRONIC, @MATTSJ1

9:45 **Utilize Content Marketing as a Way to Deliver Relevant Disease Information, Build Brand Awareness and Increase Patient Loyalty**

- Build a relevant story amongst unique target populations. Balance effective channel integration and tactical pull-through
- Coordinating feedback loops to update content and personalize communications
- Understand the ROI when engaging with patients through non-promotional education

Peter Chiappano, Manager, Account Planning and Strategy Advertising & Marketing Services, Worldwide Commercial Operations, BRISTOL MYERS-SQUIBB

10:15 Networking Break

10:45 **Shire's Bravecommunity for Rare Disease Education and Awareness**

- Learn about Shire's educational resource to provide high quality scientific disease information for patients/caregivers and healthcare providers
- Understand the impact and importance of the different available educational resources in online patient communities

Nicole Rojas, Global Digital Communications Director, SHIRE PHARMACEUTICALS

11:15 **Collaborative Outsourcing through Third Parties to Strengthen Stakeholder Relationships with Online Patient Communities**

- Understand why partnering with third-party contributors is central to infiltrate niche epatient communities and gather important disease information
- Discuss what collaboration model among agencies, vendors, clients, and patient communities works best to achieve better health outcomes

Case Study

11:45

12:15

1:15

1:45

- Learn about the role of patient leaders in creating brand awareness and increasing brand loyalty

Phil Baumann, Member of the Advisory board at the MAYO CLINIC CENTER FOR SOCIAL MEDIA, @PHILBAUMANN

11:45 **Is the Guest of Honor at Your Table?**

- Learn why a qualified patient voice at the table is an invaluable and underutilized tool
- How can each sector identify which patients to invite to their table?
- The potential for tremendous savings in both cost and time by involving patients at all stages across the continuum of care, bench to bedside

AnneMarie Ciccarella, Breast Cancer Health Activist, creator of the blog 'CHEMOBRAIN... IN THE FOG', @CHEMOBRAINFOG

12:15 Luncheon

1:15 **The Importance of Both Industry and ePatient Understanding the Regulatory Landscape of Social Media**

- Learn how to successfully navigate the regulatory landscape of social media
- Discuss the FDA's latest draft guidance on social media
- Messaging to patients on the regulatory limitations of social media faced by pharma

Craig Ostroff, Senior Director, Global Regulatory Affairs, OTSUKA PHARMACEUTICALS

1:45 **The Use Of Social Media Platforms to Connect, Equip, Engage and Empower ePatients**

- Understand patient's ROI when engaging in social media and ways to use this to your benefit
- Learn about the role of caregivers as active social media participants and the impact in patient's health
- Learn about the pharmaceutical social media channels that are in place to receive feedback from patients

Moderator: Lisa R. Courtade, *Executive Director Global Market Research Excellence, MERCK & COMPANY, @LISACOURTADE*

Panelists:
 Frank Garufi, *IBD Health Activist, creator of 'THE CROHN'S COLITIS EFFECT', @CROHNSEFFECT*

Leslie Rott PhD, *Lupus and Rheumatoid Arthritis Health Activist, creator of the blog 'GETTING CLOSER TO MYSELF', @LESLIEROTT*

Tahirah Austin, *Sickle Cell Disease Health Activist, @TAHIRAHAKILA*

Nicole McLean, *Breast Cancer Health Activist, creator of blog 'MY FABULOUS BOOBIES', @NIC_MCLEAN*

Baber Ghauri, *Chief Medical Information Officer, ST. MARY MEDICAL CENTER*

Alison Woo, *Director, Social Media, BRISTOL-MYERS SQUIBB*

Panel

- 2:30 Networking Break
- 2:45 **Multi-Channel Engagement Strategies for the Connected Patient**
 - Learn how Sharp Rees-Stealy Medical Centers, utilizes a variety of communication channels to attract, retain and engage patients
 - Explore the most effective digital engagement tools and strategies to educate and inform patients, improve compliance and enhance the doctor-patient relationship
 - Hear about the barriers to connect with patients and learn what's on the horizon to improve their health across a variety of communication channels

Kathy Hutchens, Vice President, Business Development and Patient Engagement at SHARP REES-STEALY MEDICAL CENTERS
- 3:15 **Evolution of Digital Health Communications at the National Cancer Institute**
 - Learn how a multi-channel strategy enhances the effectiveness of digital content in public health.
 - **Highlights:** Digital Strategy, Content Strategy, Enterprise Systems, and Community Engagement

- 4:00 Closing Remarks
- 4:15 **ePatient Meet-up Putting the "e" in ePatient – Meet-Up and Round Table Session**

This 90-minute Meet-up will feature a rich discussion about the needs and key components of ePatient communities and how industry can better support healthcare decision making and improve health outcomes.

This ePatient session will include:

 - Examples of patient support programs from industry and non-profit groups
 - Roundtable Meet-up exercises
 - The creation of ePatient-Industry guidelines that Empower, Engage, Equip, and Enable

Registration Information

1  Call: **866-207-6528**

2  Email: **registration@exlpharma.com**

3  Online: **www.exlpharma.com/epatcon**

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FOR-PROFIT PRICING

EARLY BIRD PRICING:

Register Before Friday, August 1st, 2014

Conference \$1,795

STANDARD PRICING:

Conference \$1,995

ONSITE PRICING:

Conference \$2,095

NON-PROFIT PRICING*

EARLY BIRD PRICING:

Register Before Friday, August 1st, 2014

Conference \$1,295

STANDARD PRICING:

Conference \$1,495

ONSITE PRICING:

Conference \$1,595

**Nonprofit rate is reserved for full time employees of an accredited nonprofit organization. This rate cannot be combined with group discounts*

Save 25% per person when registering four For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register 4 at one time) this is a savings of 25% per person.

Save 15% per person when registering three Can only send three? You can still save 15% off of every registration. To find out more on how you can take advantage of these group discounts, please call 866-207-6528.

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