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Channel Optimization in Pharma 2017

Accelerating Closed Loop Marketing & Sales Force Effectiveness

February 21 – 23, 2017 | **New Jersey**

Redefine Your Channel Mix to Drive Commercial Competitiveness

**Embed Customer 360° in Your
Sales & Marketing Operations**

Expert Speaker Panel Includes:



Edward Stelmack
Director of Commercial
Data Management Head,
Sales Force Operations
AstraZeneca



Craig McGettigan
Director, Multi-Channel
Marketing Hub
Bristol-Myers Squibb



Brian Peters
VP Marketing
Medac Pharma



David St. Denis
Head of Strategy & Commercial
Operations, Europe
Merck

- Enhance your closed loop marketing through sales and marketing integration
- Exploit opportunities to improve channel performance using advanced data analytics
- Optimize your spends in sales and marketing throughout product lifecycle

Innovation Partner:



Health Care

channel-optimization-pharma.com

Tel: +1 212 537 5898 | Email: info@hansonwade.com Channel Optimization in Pharma





Welcome to Channel Optimization in Pharma ²⁰¹⁷

Accelerate Brand Performance by Aligning Your Sales and Marketing Operations and Resources

Channel Optimization in Pharma ²⁰¹⁷ is the only conference to focus on how you can apply data analytics to enhance multi-channel marketing and sales force effectiveness.

With an annual marketing spend of \$1bn and sales force downsizing, pharmacos must take control over the interactions of the increasingly complex channels in order to drive efficiency and performance.

Join our elite marketing gurus and hear their pioneering stories to learn to:

- Craft a powerful multi-channel plan which **builds brand awareness** and commercial results
- **Spend wisely and work smarter** via robust continuous ROI assessment and the latest automation platforms
- Translate strategy into action plans to **refine your channel mix approach**

Take home practical tips and inspiration from your fellow colleagues to transform your business operations.

Why Should You Join Us?

1

Sneak peak from **Solta Medical, Valeant**: Create a powerful campaign for specialty products through channel optimization

2

Work smarter with limited resources by tailoring your channel mix – tips from **Medac Pharma**

3

Convert your channel plan into actions for enhanced performance from **Merck**

4

Data crunching? Discuss and debate with **Pfizer** and **AstraZeneca** how advanced analytics can generate insights to revitalize your channel strategy

5

Benchmark against **Baxter's** journey of defining global strategy and executing it locally

Hear What Previous Attendees Have To Say:

“The difference between this event and others is that this allows us to exchange ideas with whom we share many common challenges.”

AbbVie

“Very invigorating conference! Bringing a group of like minded people together to share common stories.”

Eli Lilly

“The meeting was well organized, the agenda well balanced and there was enough flexibility to engage in discussion. The networking sessions were great.”

Gilead





Expert Speakers



John Vieira
Executive Director,
Global Brand Strategy
Daiichi Sankyo, Inc.



David St. Denis
Head of Strategy
& Commercial
Operations, Europe
Merck



Nuvan Dassanaik
Head of Digital &
Digital Innovation
Mylan



Sheetal Davitt
Director of Marketing,
Aesthetics,
Solta Medical, Valeant



Brian Peters
VP Marketing
Medac Pharma



Craig McGettigan
Director, Multi-Channel
Marketing Hub
Bristol-Myers Squibb



Gabrielle Hammond
Global Head Multi-
Channel Marketing
Baxter Healthcare



Edward Stelmack
Director of
Commercial Data
Management
Head, Sales Force
Operations
AstraZeneca



Igor Rudychev
Director Commercial
Analytics, Global
Resource Allocation
Team Leader
Pfizer



Lisa Chengary
Manager, Digital
Customer Engagement
& Marketing Innovation
**Takeda
Pharmaceuticals
USA, Inc.**



Don DeStefano
VP, Business
Development Sales
Lexis Nexis



Julie O'Donnell
Former Director;
Head of Global
Customer Interaction
Management
**Lundbeck;
CEO,
One15 Healthcare**



Fonny Schenck
CEO
Across Health



David Ziedman
VP International
Business
Development
Across Health



Craig Parnell
CEO & President,
Marketing
CAP Pharma



Michelle Kois
Multi-Channel
Marketing Manager
**Takeda
Pharmaceuticals
USA, Inc.**



Conrad Banks
Diabetes &
Cardiovascular Global-
US Field Medical
Operations Lead
Sanofi



Imran Haque
Head of Digital
Strategy, eCom,
CRM & Omni-Channel
Marketing
Zoetis



Preety Sidhu
Head of Digital
**Fresenius Medical
Care North America**



Mike Edwards
Senior Director -
Patient Relations,
Insights, & Stakeholder
Management
Leo Pharma



John Kane
Director of Sales
Force Effectiveness,
**Mallinckrodt
Pharmaceuticals, Inc.**



Workshop A

How to Develop & Plan Your Multichannel Strategy at Launch

Time: 9:00-12:00 | Monday, February 21

Most pharmas are still in the 'trial' (MCM) mindset and rolling out the first wave of tools. Only about 16% of marketing spend in pharma has been digital. This translates into just over 4% of total sales and marketing spend, compared with 20+% in other industries. Having said that, digital is not the only tool. With over 50 channels available per drug product, how should you choose and design your channel mix?

Join Across Health, the reputed multi-channel and orchestration strategy consultancy firm, in this in-depth introduction on multi-channel framework in a multi-channel launch strategy - with which most organizations are not familiar.

- How to build a multi-channel program for a launch
- Identifying the key steps to understand customer behaviour and incorporate it into your multi-channel plan
- Building the blueprint for a channel mix and assessment program

Learning Outcomes:

- Understand which customer insights are valuable to use and action
- 'Orchestration' is not just a buzz word – create a true multi-channel rep to orchestrate the channels to enhance efficiency and effectiveness
- Demonstrate tangible value with the right set of measurements

Workshop Leaders



Fonny Schenck
CEO
Across Health

Fonny joined Across Group as a Managing Partner in August 2007 and subsequently took the CEO position at Across Health. He joined from Johnson & Johnson, where he led the European programs for salesforce effectiveness, CRM business strategy and digital, and played a key role in the Marketing Excellence program.

Fonny likes to work at the exciting intersection of technology, commercial effectiveness, business strategy and innovation. At Across Health, he is focused on helping international leaders "fix the mix", i.e. navigate towards a new commercial model through the selective adoption of impactful innovative customer approaches... and moving these beyond the pilot stage into the DNA of companies, through an integrated mix of customer/market/technology insights, strategy, business transformation, integrated execution, and impact measurement. Some of his more recent strategic focus areas include value-based approaches, e-medical affairs, connected health and healthcare disruption.

Fonny received many awards at J&J for his achievements in the CRM and digital space, both at European and global level. In addition, he is a well-known thought leader, trainer, speaker at international events, and has authored several strategic articles on these topics.



David Ziedman
VP International Business Development
Across Health

David Ziedman joined Across in September 2016, bringing with him 14 years of pharma experience, along with another 15 years in digital outside pharma beforehand. Prior to this, David was the Commercial Excellence Director for Europe at Teva Pharmaceuticals. In this capacity, David led and steered the partnership with Specialty Business Unit, focusing on engaging European and country business and brand management on multi-channel marketing strategies and implementation, as well as other core areas of commercial excellence such as GTM models, segmentation and targeting, and resource optimization. In addition to the above, David is a seasoned expert in launch excellence in Respiratory. Products he has worked with include Copaxone.

Previous to Teva, David worked for Accenture and IMS Health for top European pharma companies. His projects ranged from updating segmentation and targeting guidelines to creating eDetailer toolkits to launch and measurement frameworks over 7 key launch brands.

Outstanding and excellent presentations. Very good organization and great networking sessions!

GSK

This conference was of outstanding value. First class presentations, great opportunity for networking and perfect logistics!

AstraZeneca



Workshop B

Create Real Impacts to Your Business – Implement a True Cross-Channel Culture and Strategy

Time: 12:15-15:15 | Monday, February 21

This workshop will offer you the top tips for making a real impact on your business through defining and executing a first-class cross-channel program:

- Develop a strategic MCM initial plan based on case studies and group discussion
- Scenario exercise – what methodology should a Brand Director adopt on compliance and persistence?
- Learn about the growing importance of changing patient beliefs and behaviors (health psychology), and the role of MCM in increasing compliance and adherence. You will see how multi-channel intervention could lead to a leap in ROI

Learning Outcomes:

- It’s not all about digital! Dissect the ROI of your existing conventional channels and leverage them
- Instil customer-centric thinking – detailed profiling and tactic matching
- Track your investments and ROI metrics
- Learn to embed this culture and change initiative
- Prepare for what lies beyond

Workshop Leader



Craig Parnell
CEO & President,
Marketing
CAP Pharma

Craig is a pharmaceutical marketing senior executive and entrepreneur with 29 years in the industry working in corporate, ad agency and consulting services. Specializing in Oncology marketing, he has been on the launch teams and produced marketing programs for Gleevec, Femara, Zometa, Revlimid, Folutyn, Imbruvica and Avastin.

Craig started his career at Merck and from there went onto Johnson & Johnson, Novartis Oncology, Havas, Merrill Lynch, Across Health, CAP PHARMA.

Workshop C

Embedding the Customer-Centric Approach in Your Channel Strategy – How Can You Engage and Build the Eco-System?

Time: 15:30-18:30 | Monday, February 21

This workshop will explore what customer interaction means in the pharma world. How do you cut through internal silos to create a truly multi-channel strategy? How do you foster a customer-centric mind set? How should marketing and brand leaders build the ecosystem, distinguish the “need to have’s” from the “nice to have’s” and account for the differences in target audiences e.g. age or geographies?

Learning Outcomes:

- Creating a customer-centric mind set
- Building a multi-channel plan for each target customer
- How to measure success in a way that is meaningful for management and allows you to optimize for continuous improvement

Workshop Leader



Julie O'Donnell, Former
Director; Head of Global
Customer Interaction
Management, **Lundbeck**;
CEO, **One15 Healthcare**

Julie has been focussed on digital strategy in the pharmaceutical sector for almost a decade. Most recently Julie spent three years leading the Global Customer Interaction Management team at Lundbeck - working across brands, functions and markets to develop digital engagement strategies that deliver customer and commercial value. Previously she has held senior leadership roles in healthcare marketing and communication agencies, working with many of the leading pharma companies across therapy areas.

This year Julie co-founded a new global digital healthcare firm, One15 Healthcare, along with a sister company One15 Digital which creates digital tools and services across sectors. Julie collaborates with clients to embed strong digital strategic planning at the core of how companies ‘think’. She believes that true customer understanding derived from cross channel engagement and analytics, combined with equal measures of creativity and enabling technology, can shape customer experiences and improve health outcomes.



Conference Day One | Wednesday February 22

8.30 Breakfast & Registration

9.30 Chair's Opening Remarks

Enhancing Your Channels' Value Propositions

Mike Edwards, Senior Director - Patient Relations, Insights, & Stakeholder Management, **Leo Pharma**

9.40 Pharma Market Evolution – From HCP to Patient Marketing

- Patient centricity in pharma - are we there yet? Is this helping or hurting your organization's marketing and sales functions?
- Do today's pharma sales and marketing plans and spend reflect the "patient" shift? Should they?
- Can we learn from consumer healthcare sector?

Preeti Sidhu, Head of Digital, **Fresenius Medical Care North America**

10.10 The Evolving Trend: Building an Omni-Channel Brand to Drive Patient Engagement

- How can you meet your customers where they are?
- How can you create the dialogue that will engage your customers throughout the online and offline journey?
- Enhance your company value through customer experience and integrated care from the brand to the corporate level
- Creating efficiencies: Executing, tracking and optimizing an omni-channel customer-centric approach

10.40 Speed Networking & Morning Refreshments

The Happy Union – Integrating Sales and Marketing to Drive Operational Efficiency & Commercial Impact

John Kane, Director of Sales Force Effectiveness, **Mallinckrodt Pharmaceuticals, Inc.**

12.40 Orchestrating Your Sales and Marketing Efforts to Drive Sales Force Effectiveness

- The evolving selling model in pharma and implications to brand/ integrated marketing planning
- Defining the role of 'orchestration' rep and what this entails
- How to measure sales force effectiveness and ROI?
- Implementation and execution best practice

Moderated by:
John Vieira, Executive Director, Global Brand Strategy, **Daiichi Sankyo, Inc.**

12.10 Easier Said than Done? Sales and Marketing Integration

- The big question – should sales and marketing integrate?
- The problems with operating in silo – disconnection, resource planning and data ownership
- The harmonious symphony: ensuring marketing and sales channels interact in an intelligent manner



13.10 Lunch & Networking

Brian Peters, VP Marketing, **Medac Pharma**

14.10 Is Marketing and Sales Budget Everything? Story from a Mid Sized Firm

- The challenge of limited resources – but does this mean limited channels?
- Regular overview of market and channel conditions to stay ahead of changes
- Identifying your needs – from online to offline – to tailor your channel program





Conference Day One | Wednesday February 22

Don DeStefano, VP,
Business Development
Sales, **Lexis Nexis Risk
Solutions**

14.40 **Precise Targeting in Pharma to Survive in the Competitive Healthcare Landscape**

- How to develop precise targeting based on customer intelligence
- Using the power of predictive analytics and data attributes to help you enhance your segmentation and targeting efforts
- Refine response models and improve member engagement
- Build impactful messages relevant to your audiences



Moderated by:
Igor Rudychev, Director
Commercial Analytics,
Global Resource Allocation
Team Leader, **Pfizer**

14.55 **Translating Strategy into an Action Plan – Defining Your Channel Mix**

- What is your best practice method for defining the 'channels' plan?
- How do you describe the dynamics with your counterparts and what are their roles?
- Tell your story and offer one top tip for a successful channel strategy

This interactive brain storm session will split audience into groups to discuss the above topics in rotation. After brainstorming each topic, the group will need to come up with one top tip which we will share at the end of this session.



15.25 **Afternoon Refreshments & Networking**

Lisa Chengary, Manager,
Digital Customer
Engagement & Marketing
Innovation, **Takeda
Pharmaceuticals USA, Inc.**
Michelle Kois, Multi-
Channel Marketing
Manager, **Takeda
Pharmaceuticals USA, Inc.**

15.55 **Having an Impact on Your Customer: Channel Optimization at Its Best**

- Dissecting the interactions and relationships of multi-channels: How to build an effective multi-channel plan
- Build a solid evaluation plan to measure success
- Enhance your value proposition

Moderated by:
Craig McGettigan, Director,
Multi-Channel Marketing
Hub, **Bristol-Myers Squibb**

16.25 **The New Approach to Customer Centric HCP Marketing in Pharma**

- The impact of digital marketing and sales CRM tools
- Best practice for creating an integrated customer plan across sales and marketing
- How to get started building an enterprise approach to customer centric marketing



16.55 **Chair's Closing Remarks**





Conference Day Two | Thursday February 23

8.30 Breakfast & Registration

9.30 Chair's Opening Remarks

The Measurement – Track & Trace

9.40 The Transformation Journey – From Thinking to Execution

David St. Denis, Head of Strategy & Commercial Operations, Europe, **Merck**

- The birth of a multi-channel engagement program in Merck and change so far
- How to rebuild the operational model and organizational structure
- Operational challenge: integration and framework setting
- The final action point of execution and measurement



10.10 Channel Optimization for Specialty Products

Sheetal Davitt, Director of Marketing, Solta Medical, **Valeant**

- Lessons learnt from a powerful and carefully crafted channel strategy – niche and targeted campaign
- Learn how to personalize and tailor your tactics with a smaller sample pool
- Identify how to drive brand awareness in a niche marketing plan



10.40 Morning Refreshments & Networking Break

11.10 The Buzz Word 'Omni-Channel' in Pharma – How Can You Leverage Your Value Proposition and Maximize Commercial Impact?

Imran Haque, Head of Digital Strategy, eCom, CRM & Omni-Channel Marketing, **Zoetis**

- Empowering your sales and marketing team to deliver the right messages at the right time
- Personalized and omni-channel communication at every touch point
- How can you adapt to this new commercial model?
- Digital analytics and importance in a multi-channel environment

Moderated by:
Edward Stelmack,
Director of Commercial Data Management Head, Sales Force Operations, **AstraZeneca**

11.40 The Million Dollar Hot Topics RoundTable

We will collect 'hot topics' that audience wish to discuss throughout day 1 and select the top 5 for an open debate, moderated by our chair. We encourage active participation and an open dialogue amongst delegates to enhance learning experience from this conference!

12.30 Lunch & Networking

From Concept to Implementation to Execution: The 360° Customer Segmentation Adventure

13.30 Think Global, Act Local? From Brand Positioning to Channel Mix Execution

Gabrielle Hammond,
Global Head Multi-Channel Marketing, **Baxter Healthcare**

- How can you define the global brand channel framework and translate that into local context?
- Defining the optimal organizational structure and set-up to enable your multi-channel strategy
- Geo-cloning or not? Constant review and assessment of channel ROI to ensure smart budget allocation with maximum efficiency
- From strategy to system operations: What IT solutions are pre-requisite to support this action plan?
- Looking beyond – managing your digital assets effectively and tracking content usage for success



Conference Day Two | Thursday February 23

<p>Nuvan Dassanaik, Head of Digital & Digital Innovation, Mylan</p>	<p>14.00 Change is the Only Constant: The Ecosystem of Channel Mix</p> <ul style="list-style-type: none"> • Understanding the channel dynamics and evolutions throughout lifecycle • Defining an integrated marketing plan • Building an assessment framework to ensure you are on track
<p>14.30 Afternoon Refreshments & Networking</p>	
<p>Conrad Banks, Diabetes & Cardiovascular Global-US Field Medical Operations Lead, Sanofi</p>	<p>15.00 Mid- to Long-Term Planning with Resource Optimization</p> <ul style="list-style-type: none"> • CRM analytics to maximize your field medical effectiveness • Multi-channel engagement and how digital capabilities will drive tomorrow's field medical operations • The evolving trend of customer centricity: What does this mean for marketing and field medical ops?
<p>Panel joined by speakers of the day</p>	<p>15.30 How to Set the Framework for Assessment</p> <ul style="list-style-type: none"> • How can you define clear objectives of measurement and understand the complexity and diversity of channels? • How can you implement a channel measurement metrics? The cross-departmental buy-in and collaboration • Regular outcome analysis to leverage high performing channels to optimize your spend allocation and maximize your commercial impact
<p>16.00 Chair's Closing Remarks</p>	



“It was the first meeting I attended where I could talk to like-minded industry colleagues who are all open for discussions. Best ever meeting I attended.”

Definiens

“Great networking opportunities. The talks were informative and well presented. I had access to number of important KOL's.”

Ambry Genetics





Partner

Innovation Partner

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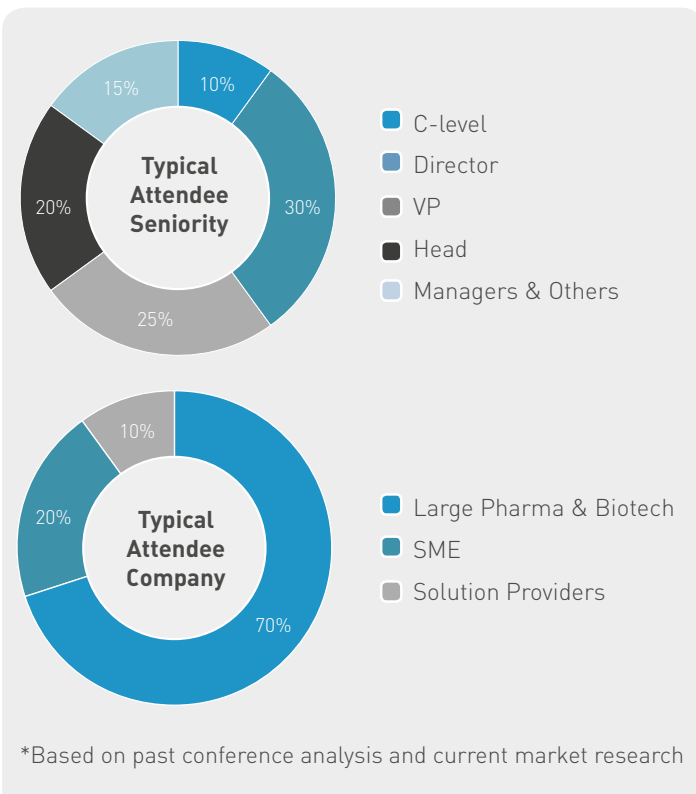


LexisNexis Risk Solutions

LexisNexis Health Care provides life sciences organizations with a robust portfolio of data intelligence and analytics solutions that address data management, compliance and market intelligence needs. With decades of experience, employing proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records data, we empower our customers to improve efficiency, impact health outcomes and reduce their exposure to deceitful practices.

Partnership Opportunities

You'll Meet People From...



Companies Who Have Attended



“One of the best conferences I’ve ever attended. Thoughtfully constructed, seamlessly executed, and brilliantly innovative in both design and delivery.”

Novartis

“Excellent conference. The quality of talks was good and the networking was very useful.”

e-Therapeutics plc

Get In Touch

Contact

Chris Rainger

Partnerships Manager

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Email: sponsor@hansonwade.com



Why Partner with Us?

The pharma industry is undergoing revolutionary changes to catch up with data analytics and automated sales/marketing platforms. Our audience would be interested in hearing from you if you are an expert in the following fields:

- Marketing and sales channels spend tracking and optimization
- Automated and integrated solutions of cloud-based sales and marketing platforms
- Quality data provision with advanced segmentation and profiling
- Channel performance and ROI assessment tool

Get in touch to discover our partnership opportunities.



Pricing

Register

www.channel-optimization-pharma.com/get-involved/register

Tel: + 1 212 537 5898

Email: register@hansonwade.com

Mail:

Hanson Wade
4th Floor, 52 Grosvenor Gardens,
London, SW1W 0AU

Team Discounts*

- **10% discount** – 3 delegates
- **15% discount** – 4 delegates
- **20% discount** – 5+ delegates

Please note that discounts are only valid when three or more delegates from one company book and pay at the same time.

Contact register@hansonwade.com to register a group

Top 3 Benefits of Attending

- 1 Enhance sales and marketing performance by tailoring your channel mix**
- 2 Maximize commercial impact throughout product lifecycle**
- 3 Deploy data analytics to drive your channel mix decisions**

Industry Pricing

	Register & pay by December 9, 2016	Register & pay by January 20, 2017	Standard Prices
Conference only	\$1699 (save \$300)	\$1899 (save \$100)	\$1999
Conference + 1 workshops	\$2298 (save \$400)	\$2498 (save \$200)	\$2598 (save \$100)
Conference + 2 workshops	\$2897 (save \$500)	\$3097 (save \$300)	\$3197 (save \$200)
Conference + 3 workshops	\$3496 (save \$600)	\$3696 (save \$400)	\$3796 (save \$300)
Workshops (each)	\$699		

Solution Providers

	Register & pay by December 9, 2016	Register & pay by January 20, 2017	Standard Prices
Conference only	\$3099 (save \$300)	\$3299 (save \$100)	\$3399
Conference + 1 workshops	\$3898 (save \$400)	\$4098 (save \$200)	\$4198 (save \$100)
Conference + 2 workshops	\$4697 (save \$500)	\$4897 (save \$300)	\$4997 (save \$200)
Conference + 3 workshops	\$5496 (save \$600)	\$5696 (save \$400)	\$5796 (save \$300)
Workshops (each)	\$699		

Venue

The Sheraton Lincoln Harbor Hotel

500 Harbor Boulevard,
Weekhawken,
NJ, 07086, USA

www.sheratonlincolnharbor.com



***10 passes available for start up or SMEs at 40% off – subject to availability and eligibility**

Very enjoyable and informative meeting. The workshops at the beginning were something new to me and I found them a very useful means of idea sharing and networking.

Boehringer Ingelheim

TERMS & CONDITIONS

Full payment is due on registration. Cancellation and Substitution Policy: Cancellations must be received in writing. If the cancellation is received more than 14 days before the conference attendees will receive a full credit to a future conference. Cancellations received 14 days or less (including the fourteenth day) prior to the conference will be liable for the full fee. A substitution from the same organization can be made at any time.

Changes to Conference & Agenda: Hanson Wade reserves the right to postpone or cancel an event, to change the location or alter the advertised speakers. Hanson Wade is not responsible for any loss or damage or costs incurred as a result of substitution, alteration, postponement or cancellation of an event for any reason and including causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident, trade or industrial disputes, terrorism or hostilities.

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