

*"Excellent course, well presented and all content was highly relevant... very excited to implement!" – Johnson Matthey, 2015*

SMi Presents the 8th Annual Conference on...

# Social Media in the Pharmaceutical Industry

**Solidifying digital strategies to enhance patient engagement**

Holiday Inn Kensington Forum, London, UK

20 - 21  
**JAN**  
2016

## Chairman for 2016:



**Daniel Ghinn**, Founder & CEO,  
Creation Healthcare

## Keynote Speakers Include:



**Kevin Lancashire**, Head Web Strategy and  
External Digital Communications, **Roche**



**Duncan Cantor**, Communication Director,  
**Boehringer Ingelheim**



**Liz Skrbkova**, Global Communications Manager,  
**Novo Nordisk**



**Pinal Patel**, Senior Enrolment Specialist,  
**Bristol-Myers Squibb**



**Scott Gavin**, Director, **Pfizer**

## Reasons to Attend:

- **Harness** your creative use of language to build effective web content that target your consumer and patient needs
- Understand what **online conversations** to be looking out for, to create the right content for the right platform with the right language
- Learn **multi-channel** digital management strategies across international markets to build your social community and keep consumers motivated.
- Discuss the value of **wearable technology** in generating accurate data to personalise healthcare: What features could be made to empower self-care and become more integrated in daily life?

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## PLUS TWO INTERACTIVE HALF-DAY PRE-CONFERENCE WORKSHOPS

Tuesday 19th January 2016, Holiday Inn Kensington Forum, London, UK

### WORKSHOP A

**Becoming Fully Engaged  
in Social Media**

Leader: **Alexandra Fulford**, Social Media Expert,  
Pharmaguapa

8.30am - 12.30pm

### WORKSHOP B

**Social Media for Pharma Market Research  
and Business Intelligence**

Leaders: **Daniel Ghinn**, Founder & CEO and  
**Stefan Marcus**, Research Strategist, Creation Healthcare

1.30pm - 5.30pm

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# Social Media in the Pharmaceutical Industry

Day One | Wednesday 20th January 2016

8.30 Registration & Coffee

9.00 Chair's Opening Remarks  
Daniel Ghinn, Founder & CEO, Creation Healthcare

## Harnessing Social Listening Skills & Adapting to Patient Requirements

9.10 OPENING ADDRESS: Strengthening the platform for patients and pharma

- Can the perception of social media and the conservative views of pharma be changed?
- Pharma, social media and congress: Evaluating pharma engagement strategies at ASCO
- How are physicians leading the digital sphere and increasing global interaction?



Daniel Ghinn, Founder & CEO, Creation Healthcare



Healthcare engagement strategy through online market research

9.50 Communicating clinical trials and brand launches

- The power of linguistics for building effective content
- Web and social media marketing campaigns in the pharmaceutical scenario
- Medical writing: From scientific papers to clinical trials transparency

Massimo Zaninelli, CEO, Maxer Consulting

10.20 Morning Coffee

10.50 Educating patients in mobile and electronic health care to obtain reliable information

- Why is patient education so important?
- Which educational themes are most relevant - e. g. Basics about the disease and where can good content be delivered in social media?
- eHealth and mHealth - what's behind and what is really needed?
- Do we have an infrastructure to establish these tools for every patient? What we need to bring these themes forward?
- What can doctors do in social media for patients?



Birgit Bauer, Consultant for Social Media Management, Manufaktur für Antworten UG

11.20 Leveraging social media for patient insights and pharmacovigilance

- Harnessing social listening to understand: Unmet needs, segments, adherence challenges as well as reactions and adverse events
- The dangers of misinformation and picking up true adverse events from user comments
- The value of language: Approaches to understanding regional and international differences in language



Jackie Cuyvers, Digital Strategist, ZS Associates

11.50 Identifying, Engaging and Retaining Patients through Social Media

- Social Listening and the effective use of social media to engage with patients, giving them access to clinical research opportunities across diverse therapy areas.
- Success in social media to create brand awareness, educate, demonstrate authority and ultimately retain patients.
- Case Study – An innovative approach to the use of social media and content marketing to recruit for a study, that proved to be immensely successful.

Shayne House, Global Social Media Strategist, Synexus Clinical Research Ltd

12.20 Networking Lunch

1.20 Developing a health app for students: My biggest mistakes

- Challenges in developing an mHealth App for students
- Design and product features: lessons learnt
- Can an app teach health-related survival skills?

Dr. Knut Schroeder, NHS GP and Managing Director, Expert Self Care Ltd

mHealth App Entrepreneurial Insight!

## Cross-Functional Digital Strategies and Infrastructure

1.50 How are we really communicating?

- What is key for quality content generation?
- Validation strategies: Examining consumer response to information generated and adapting to improve impact
- Understanding regional variations in language and culture to deliver relevant content
- Conversations - right time, right platform, right content

Stine Molgaard Sorensen, Digital Interaction Business Partner, Lundbeck A/S

2.20 From social media communication strategy to implementation: Social media meets pharma

- Strategies for social media: A catalytic force shifts communicative behaviour
- Governance development: Establishing the framework in a regulated industry
- Implementation: Creating awareness through training

Charlotte Roth, Corporate Communications Manager, Actelion

2.50 Determine where social media can impact your company: Evaluating long-term impact

- Managing global and European markets
- How to manage the regulatory process
- Educating your company about social media to understand the business need for it

Duncan Cantor, Communication Director, Boehringer Ingelheim

3.20 Afternoon Tea

3.50 Distribution channel management to drive brand success

- Providing accessible information and a platform for critics and conversation
- Integrating real time analytics to engage with consumers and adapt to market changes
- Strengthening open multi-channel communities and maintaining the focus of each community



Luis Albuquerque, Digital Strategy Team Leader Europe & Canada, Eli Lilly

4.20 Cross-functional digital strategies

- Creative usage of cross-functional digital management for innovative content generation
- Avoiding the biggest mistakes when planning effective content
- Understanding the audience, global trends to create conversations

Phil Golz, Commercial Director, Health Unlocked

4.50 Patient engagement - THE ally for collective change

- What is patient engagement?
- The impact of activated patients
- Empowering interventions and clinician relationships

Mark Duman, Non-Executive Director, Patient Information Forum

5.20 PANEL DISCUSSION: Can there be a Pharma-safe social media platform?

- Where can social media add the most value to pharma's relationships?
- Is the market over-saturated with mApps? How accessible and reliable are they?
- Language: Can pharma ever engage patients and doctors in social media?
- Compliance: an obstacle or an excuse?
- How can wearable technology be best integrated in personal lives?



Panel leader: Daniel Ghinn, Founder & CEO, Creation Healthcare

Panelists: Jackie Cuyvers, Digital Strategist: Social Intelligence, ZS Associates

Stine Molgaard Sorensen, Digital Interaction Business Partner, Lundbeck A/S

Dr. Knut Schroeder, NHS GP and Managing Director, Expert Self Care Ltd

6.00 Chairman's Closing Remarks and Close of Day One

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### 8.30 Registration & Coffee

9.00 **Chair's Opening Remarks**  
**Daniel Ghinn**, Founder & CEO, **Creation Healthcare**

#### Solidifying Digital Capabilities for the Future

9.10 **OPENING ADDRESS: Digital content marketing**  
 • Creating the right buzz through integrated channels  
 • Social collaboration and furthering medical education  
 • Opening doors for change, progress and critics  

**Scott Gavin**, Director, Digital Centre of Excellence, **Pfizer**

9.50 **Patient engagement for oncology clinical trials**  
 • Leveraging new opportunities to engage with patients through digital and social media  

 • Harnessing data/metrics to determine effectiveness of tactics  
 • Case studies  
**Pinal Patel**, Senior Enrolment Specialist, **Bristol-Myers Squibb**

### 10.30 Morning Coffee

11.00 **Case study: Communication excellence in pharma**  
 • Driving motivation in consumers during brand launches  
 • Useful tools in international and regional variations  
 • Case study: Innovation in digital content management  

**Liz Skrbkova**, Global Communications Manager, **Novo Nordisk**

11.40 **Building social communities**  
 • How to keep your digital visitors engaged  
 • Enhancing trust and fostering brand loyalty  
 • Content and marketing automation; the double headed hydra of success  
**Dimithri Wignarajah**, Head of Content & Social Media, **GE Healthcare**

### 12.20 Networking Lunch

#### Becoming Creative in Quality Content Generation

1.20 **Are you leading the online conversation?**  
 • Creating value through digital conversations  
 • Strengthening the platform to lead communities in open engagement  

**Letizia Affinito**, Adjunct Professor, CEO & Founder, **St John's University, Brand New MC**

2.00 **Cross-functional digital strategies**  
 • Creative usage of cross-functional digital management for innovative content generation  
 • Avoiding the biggest mistakes when planning effective content  
 • Understanding the audience, global trends to create conversations  
**Silja Choquet**, Founder & CEO, **Whydot Pharma**

2.40 **KEYNOTE ADDRESS: How a strong digital pharma ecosystem will help leverage consumer trust in the brand**  
 • Learn the newest and future developments to utilise digital tools to launch brand  
 • Consistency of communications across all channels and measure performance effectively  
 • Platform and technology considerations for campaign execution and optimisation strategies  

**Kevin Lancashire**, Head Web Strategy and External Digital Communications, **Roche**



### 3.20 Afternoon Tea

#### Empowering Communities

3.50 **Driving practical engagement: Making sense of data and information gathered**  
 • Building customer insight by asking the right questions and setting the right objective  
 • Prioritising information gathered to plan a strategic framework for patient partnership  
 • Using social media to encourage open feedback and foster a deeper understanding of empowering communities  
**Jessie Cunnett**, Director, **Patient Public Involvement Solutions**

4.30 **Will empowerment of patients transform 'outdated' cultural attitudes within Health?**  
 • Patient leadership: A personal story of how empowerment has provided benefits  
 • The power of digital technology in transforming patient-physician relationships  
 • Strategic tools for organisations to promote patient leadership through their services  
 • Language - The forgotten skillset: Simplicity is key  
**Trevor Fossey**, Patient Representative of the PWTG (Patients Working Together Group), **NHS England**

5.10 **Providing a lifeline for rare diseases/ minority populations**  
 • Building opportunities for support programs and next-generation therapies  
 • Strengthening the platform to lead communities in open engagement  

 • Advocating awareness and accessibility of clinical research and engagement for minority populations  
**Nicolas Sireau**, Chairman and Co-founder of Findacure/ Chairman and CEO of AKU Society, **Findacure/ AKU Society**

5.50 **Proactively building a social media sales funnel**  
 • Success in generating lead-nurturing campaigns  
 • Converting followers into paying customers  
 • Building the right analytics to help tailor consumer experience and build trust  

**Miriam Shaviv**, Director of Content, **Brain-Storm Digital**

6.30 **PANEL DISCUSSION: What has been learnt in the past year and where are we heading in 2016?**  
 • What did we learn? Your conference highlights  
 • Is pharma adding value to its customers via social media yet?  
 • How can pharma evaluate social media ROI?  
 • Crowdsourcing and co-creating for a patient-centered health communication  
 • To what extent will empowerment of Patients result in benefits to own wellbeing?  
 • What next? Vision and predictions for the future of pharma social media?  
 • With the growing mobile landscape (Android, Windows, Tablets, etc.) how can we optimise our strategy and stay current?



**Panel Leader:**  
**Daniel Ghinn**, Founder & CEO, **Creation Healthcare**  
**Panelists:**  
**Scott Gavin**, Director, Digital Centre of Excellence - Europe, **Pfizer**  
**Letizia Affinito**, Adjunct Professor, CEO & Founder, **St John's University, Brand New MC**  
**Trevor Fossey**, Patient Representative of the PWTG (Patients Working Together Group), **NHS England**  
**Jessie Cunnett**, Director, **Patient Public Involvement Solutions**

### 7.00 Chairman's Closing Remarks and Close of Day Two

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## Becoming Fully Engaged in Social Media

### Leader:

**Alexandra Fulford**, Social Media Expert, **Pharmaguapa**

### Overview of the workshop:

Many pharma companies are still not engaging through social media. This workshop will look at how to handle internal barriers and process for setting up a social media presence, including developing a social media strategy and plan. We will then look at how to go live and what the best practices are for engaging through social media.

### Why you should attend:

You should attend this if your company or brand is not yet engaging through social media or you are struggling to engage appropriately due to internal barriers, lack of resources or experience.

### Programme:

**8.30 Registration**

**9.00 Opening remarks and introductions**

**9.10 Session 1: Strategy and process of building up web a social presence**

- How to get internal stakeholders on board and build the case for social media engagement
- Managing the internal structure
- Creating a realistic social media strategy and plan

**10.30 Morning Tea**

**11.00 Session 2: Discovering opportunities in digital and social media**

- The social media mindset
- Social Media listening: Asking the right business questions
- Understanding and using insights

**11.45 Session 3: Going live with SM**

- When and where should you post, how often and at what time?
- What are the internal processes of posting updates?
- How to generate enough content

**12.20 Closing remarks**

**12.30 Close of workshop**

### About the workshop leader:



Alexandra Fulford is a leading global expert in social media strategy in the pharmaceutical industry. She has extensive experience in working in global digital and social media roles at top pharmaceutical companies such as Roche and Novartis, as well as firms such as McKinsey and Digitas Health.

Alexandra has led numerous projects and workshops around introducing and implementing novel digital and social media strategy within lifescience companies, and has developed social media guidelines and training programmes for top pharmaceutical companies and brands. She also plays an active role in patient advocacy and in the online health community, and regularly writes thought pieces for her own blog and other publications.

## Social Media for Pharma Market Research and Business Intelligence

**Leaders:** **Daniel Ghinn**, Founder & CEO;  
**Stefan Marcus**, Research Strategist,  
Creation Healthcare

### Overview of workshop:

In the fast-moving digital age, understanding changing customer needs and perceptions is an essential skill for pharmaceutical marketers and market researchers. Social media provides an opportunity to gain real-time insights into customer and stakeholder needs; reactions to news, studies and products; and to assess the impact of changes in the competitive landscape. In this workshop, led by one of the industry's seasoned authorities on online market research, you will discover how to:

- Define business questions you could answer through social media.
- Segment customers in social media to learn about the unique needs of each customer type.
- Use historic data to understand the impact of changes in the competitive environment on your customers.
- Monitor customer reactions in social media.
- Leverage insights from social media at medical congress meetings.
- Ensure regulatory compliant online market research and handle adverse event reporting.

Apply insights from social media to transform brand planning.

### Why should delegates attend this workshop:

This workshop is ideal for pharmaceutical marketers, market research and business intelligence professionals who wish to develop their knowledge and skills to:

- Use new forms of market research to support brand planning
- Select methodologies for social media market research
- Interpret social media market research

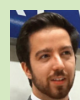
### Programme

- 1.30 **Registration**
- 2.00 **Opening remarks and introductions**
- 2.10 **Session 1: Social Media for Market Research and Business Intelligence: The Opportunity and the Challenge**
- 2.50 **Session 2: Defining and Answering Business Questions using Social Media Listening**
- 3.30 **Afternoon Tea**
- 4.00 **Session 3: Researching Social Media at Medical Congress Meetings**
- 4.40 **Session 4: Compliance; Integrating Insights; and Application to Brand Strategy**
- 5.20 **Closing remarks: Your Action Plan**
- 5.30 **Close of workshop**

### About the workshop leaders:



**Daniel Ghinn** has had an expansive career in healthcare engagement in the digital age. His experience in pharmaceutical market research extends more than twenty years, during which time he has pioneered new technologies and methodologies to understand online health stakeholder behaviours. He advises many of the world's largest healthcare companies and organisations, and authored books including Pathways to Engagement for Healthcare Organizations (2012); Activating Digital Opinion Leaders (eBook, 2012); and 101 Ways to Transform Your Pharmaceutical Brand Strategy by Learning From HCPs in Social Media (2014).



**Stefan Marcus** is a Research Strategist with Creation Healthcare, where he leads social media market research studies for international pharmaceutical brands. He is part of a team that has pioneered new forms of specialist research into healthcare professionals in public social media, and has presented research at conferences including the DIA Medical Information and Communications Conference.

# SOCIAL MEDIA IN THE PHARMACEUTICAL INDUSTRY

Conference: Wednesday 20th & Thursday 21st January 2016, Holiday Inn Kensington Forum, London, UK  
Workshops: Tuesday 19th January 2016, Holiday Inn Kensington Forum, London, UK

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