

FWD PHARMA

THE **#1** DIGITAL TRANSFORMATION EVENT FOR
PHARMA, LIFE SCIENCES, AND BIOTECH LEADERS

AUGUST 6-8, 2019 • PHILADELPHIA



Keynotes, panels, case studies
and workshops to fuel fresh
ideas for your organization



Real-world, applicable
knowledge and tips to get
you thinking out of the box



Interactive peer-to-peer learning
and unparalleled networking to
accelerate your career



Who Will Benefit From Our Education

Managers, Directors, Heads, VPs, and CMOs leading initiatives in:

- ✓ Brand and Product Management
- ✓ Digital Marketing & Strategy
- ✓ Digital Transformation
- ✓ Digital & Marketing Innovation
- ✓ Patient & HCP Content and Engagement
- ✓ Digital & Social Analytics
- ✓ Multichannel Marketing
- ✓ Customer Lifecycle Management
- ✓ Customer Experience Strategy
- ✓ Social Media Marketing & Management
- ✓ Content Strategy & Marketing



**REGISTER
TODAY TO
SAVE \$700+
PRICES INCREASE
APRIL 25TH!**



Join the Conversation at
#FWDPharma

REGISTER TODAY!

619-597-7236 // fwdpharmaconference.com

MEET YOUR FWD PHARMA FACULTY

We've curated a speaker roster of marketing and brand practitioners from the leading life sciences organizations to share decades worth of collective industry knowledge and best practices with you.

Meet your faculty one-on-one, engage in meaningful dialogue, and participate in live Q&A after each session.



Ashley Ryneska,
Associate Director, Global
Communications, **Merck**



Andrew Hachadorian,
Manager of Digital Marketing and
Media, **Cutanea Life Sciences, Inc.**



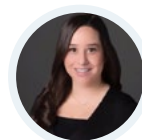
Carmine Attanasio,
Senior Product Manager, Digital
Myeloma Marketing, **Celgene**



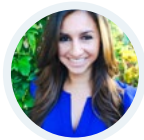
Yolanda Moton Smith,
Multi-Channel Engagement Medical
and Consumer Integration Leader,
Eli Lilly and Company



Lorenzo Lacey,
Digital Engagement Director, Global
Commercial Digital & Innovation,
AstraZeneca



Emily Krassen,
Senior Manager, Digital Video Strategy
& Content, **Pfizer**



Erica Santiago,
Digital Content Manager,
Pfizer



Alice Chung,
Senior Manager,
Genentech



Bristol-Myers Squibb

Stacy Trent,
Director, Worldwide Multi-Channel
Capabilities, Campaign Management,
Bristol-Myers Squibb



Craig McGettigan,
Head, Multichannel Engagement, US
Business Operations and Support,
Sanofi



Aleen C. Hosdaghian,
Senior Director of Marketing,
SUN Pharma

PRE-CONFERENCE WORKSHOP LEADERS



Gini Shoyhet,
Co-Founder & Principal Consultant,
HCP Marketing, **ImpactCxO, LLC**



Allison Hartsoe,
CEO,
Ambition Data, LLC



Rick Camp,
Founder,
Forward360 LLC

AGENDA AT-A-GLANCE

PRE-CONFERENCE WORKSHOPS // TUESDAY, AUGUST 6, 2019

3 HOUR DEEP DIVE SESSIONS CAREFULLY CURATED TO
PROVIDE YOU WITH INNOVATIVE BUSINESS SOLUTIONS.

9:00AM - 10:00AM Registration and Continental Breakfast for Workshop Attendees

10:00AM - 1:00PM

WORKSHOP A:

Improving Your Data Analytics Process -
Discovering Insights to Help Inform Your
Multi-Channel Digital Strategy

Allison Hartsoe, **Ambition Data LLC**



WORKSHOP B:

A Digital-First and Content-Forward
Approach to Engaging with HCP's

Gini Shoyhet, **ImpactCxO, LLC**



1:00PM - 2:00PM

Networking Lunch for Workshop Attendees

2:00PM - 5:00PM

WORKSHOP C:

Designing Your Best-In-Class Patient
Journey Blueprint

Speaker TBA



WORKSHOP D:

Developing a Customer Experience-
Focused Product Launch Framework

Rick Camp, **Forward360 LLC**



5:00PM

Pre-Summit Training Day Concludes

WORKSHOPS ARE AN ESSENTIAL PART OF YOUR CONFERENCE EXPERIENCE. HERE'S WHY:



Speakers are hand selected
for their extensive
backgrounds and expertise
with renowned brands,
executives, and practitioners.



Meet with trainers prior
to each workshop
to submit specific questions
you'd like answered during
each session.



Attendance is limited
to ensure that you have
dedicated one-on-one
time with each workshop
trainer.

Best Value!

Save \$100 when you register for the All Access pass
and get access to both AM and PM workshops



GENERAL CONFERENCE AGENDA // WEDNESDAY, AUGUST 7, 2019



Learn about the partnerships and business models that will drive product innovation



Empower internal decision-makers, marketing, and sales teams to make sound digital investments

7:45AM - 8:45AM	Attendee Registration - Hot Breakfast, Coffee and Tea Provided 
8:45AM - 8:50AM	Opening Remarks by Conference Producer, Breanna Jacobs
8:50AM - 9:00AM	Opening remarks by Conference Emcee
9:00AM - 9:40AM	Keynote: Disruptive Healthcare Trends and What They Mean for Your Brand Messaging and Digital Marketing Strategy
9:50AM - 10:30AM	PANEL - What Successful Innovation Looks Like: Investing in Partnerships and New Business Models to Improve Patient Outcomes
10:30AM - 11:00AM	Networking Break & Refreshments

Track A: Digital Customer Journey Forum



Reassessing how patients and physicians prefer to learn and interact and planning a strategy that meets them at these critical digital touchpoints

11:00AM - 11:40AM

Building Your Conscious Customer Experience Framework

Yolanda Moton Smith, **Eli Lilly and Company**

11:50AM - 12:30PM

Empowering Marketing and Sales Teams to Use the Right Channels at the Right Time

Speaker TBA

12:30PM - 1:30PM

Networking Lunch

1:30PM - 2:10PM

Establishing an Authentic Connection with Your Customers through Brand Storytelling

Emily Krassen & Erica Santiago, **Pfizer**

2:20PM - 3:00PM

Chat & Voice Bot Technologies and Their Impact on Customer Service & Search

Track B: Culture & Organizational Transformation Forum



Bringing senior executives together on digital and data priorities, improving internal collaboration, & empowering your organization to make sound digital investments

11:00AM - 11:40AM

Setting Up Well-Defined Roles and Responsibilities for Core Digital Processes

Lorenzo Lacey, **AstraZeneca**

11:50AM - 12:30PM

Pharma Brand Reputation Challenges & Building Out Your Corporate Brand

Speaker TBA

12:30PM - 1:30PM

Networking Lunch

1:30PM - 2:10PM

End-to-End Data Visibility - Collaboration and Communication Tools for Better Access to Data Across Disciplines

Speaker TBA

2:20PM - 3:00PM

Use Cases for How AI Can Streamline Digital Processes for Efficiency

GENERAL CONFERENCE AGENDA // WEDNESDAY, AUGUST 7, 2019



Understand evolving approaches to patient health and provider decision-making and their impact on your digital strategy

3:00PM - 4:00PM

SPEAKER-LED ROUNDTABLE DISCUSSIONS

Discuss your challenges in small groups with other peers with conversation, questions and insights led by speakers. No need to sign up in advance - tables will be labeled by topic.

 TOPIC A: Best Practices in Unbranded Content for Pharma (Moderator TBA)	 TOPIC B: Matching Social Media Channels to Business Objectives (Moderator TBA)	 TOPIC C: Challenges in Developing a Sound Data-Driven Digital Strategy MODERATOR: Alice Chung, Senior Manager, Genentech	 TOPIC D: Developing your Digital Strategy while Navigated Outdated FDA Regulations (Moderator TBA)
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4:00PM - 4:30PM

Networking Break

4:30PM - 5:15PM

PANEL: Beyond the Pill - Designing A Customer Experience Strategy Built Around Service Delivery

How to build valuable, outcome-improving services that surround every drug or medical device // with transition to outcomes-based healthcare, how full lifecycle services around your products can put you at a significant commercial advantage // Personalized care: Sensors and digital services for tailored, 24/7 treatment

5:20PM - 6:00PM

Closing Keynote: How to Identify Your Company's Main Digital-Related KPIs

Carmine Attanasio, **Celgene**

6:00PM

COCKTAIL HOUR

Meet your peers, speakers, and re-cap the day's talks over drinks and appetizers!



7:30PM

DELEGATE NETWORKING DINNERS

Whether you're attending FWD Pharma solo, or are interested in connecting with other practitioners in your same role, sign up for one of our delegate networking dinners to make some new connections!

Sign-up will be on-site after you check-in. Seating limited.



GENERAL CONFERENCE AGENDA // THURSDAY, AUGUST 8, 2019



Develop data-driven customer experience journeys



Make it simple for patients and HCPs to access, interact with, and benefit from your products and services



Improve digital, social, and content marketing engagement



Establish your organization as a thought leader and trusted online knowledge resource

8:30AM - 9:10AM

Hot Breakfast, Coffee and Tea Provided for Attendees



9:10AM - 9:20AM

Opening Remarks by Conference Emcee

9:20AM - 10:10AM

PANEL: Building Your Brand's Digital Ecosystem - What It Takes to Fully Embed Digital Into your Core Business Strategy

PANELISTS:

Andrew Hachadorian, **Cutanea Life Sciences**

Stacy Trent, **Bristol-Myers Squibb**

Craig McGettigan, **Sanofi**

10:10AM - 10:30AM

Networking Break

Track C: Data-Driven Strategies Forum



Harnessing data to better understand your customers and the performance of your marketing and product initiatives.

10:30AM - 11:10AM

Using Data to Develop Personas & Deeply Understand Your Customers

11:20AM - 12:00PM

Harnessing Patient Data to Enhance Product Innovation

12:30PM - 1:30PM

Networking Lunch

1:00PM - 1:40PM

Navigating Heightened Regulation of Personal & Audience Data to Improve Targeting

Track D: Digital Marketing Strategy & Brand Engagement Forum



Establishing your organization as a thought leader and trusted knowledge resource & engaging with your customers where they are online.

10:30AM - 11:10AM

Evolving Patient Empowerment: Social Listening & Community Development to Help Patients with Product Education They Need

11:20AM - 12:00PM

Digital Engagement Strategies to Improve HCP Relationships - Providing Credible Information On-Demand

Aleen C. Hosdagian, **SUN Pharma**

12:30PM - 1:30PM

Networking Lunch

1:00PM - 1:40PM

Developing a Solid Social Media Presence - What Channels Work Best for Pharma & Life Sciences?

Ashley Ryneska, **Merck**

1:50PM - 2:30PM

Closing Keynote - More Than Just Clinical Value: How to Launch Your Product As An Experience

2:30PM

Conference Concludes

WHAT'S INCLUDED IN REGISTRATION?

GENERAL CONFERENCE PASS AUGUST 7 & 8



- Access to all keynote and breakout sessions on **August 7 & 8**
- Customize your event experience by hopping between themed tracks to attend the sessions most relevant to you
- Breakfast, snacks, lunch and networking reception access
- Access to all speaker slides and MP3s on-demand post-conference

ADD-ON PRE-CONFERENCE WORKSHOPS AUGUST 6



- Choose AM or PM hands-on pre-conference workshops (4 options available)
- Attend both AM and PM sessions for a discount!
- These workshops are not included in your general conference pass - **they are a separate, additional fee.**

EXHIBITING AND SPONSORSHIP

Feature Your Product, Service or Software at This Year's Can't Miss Event

We've been building industry-renowned programs since 2010. We help exhibitors like you leverage our community of digital transformation and marketing leaders, in-house practitioners, and decision-makers to create an experience rich in networking and relationship-building with prospects that will generate new business.

Exhibit at FWD PHARMA to take advantage of:

- A unique and dynamic opportunity to generate awareness in the pharmaceutical and life sciences industries
- Unparalleled and continuous facetime with a highly qualified audience of prospective buyers and decision-makers
- Executives seeking comprehensive solutions to optimize their digital transformation initiatives, digital capabilities, and marketing strategies



To learn more about exhibiting at this year's FWD PHARMA please contact **James Cross** at

james@lincolnhealthnetwork.com

 **619-810-1939**

REAP THE BENEFITS OF SENDING YOUR ENTIRE TEAM!



Send 3 colleagues
Register each for 10% off



Send 4+ colleagues
Register each for 15% off

Contact Andrea Vargas for more information:
andrea@lincolnhealthnetwork.com

NON-PROFIT & GOVERNMENT DISCOUNTS

We honor attending non-profits, educational institutions and government agencies with an additional \$200 off the general summit access pass rate. To register a group or with the non-profit/government discount, Please contact

Andrea Vargas:

andrea@lincolnhealthnetwork.com

 **619-597-7236**



**\$200
OFF**

REGISTRATION FORM

PASS TYPE	CONFERENCE	CONFERENCE +	ALL ACCESS
Pre-Sale Ends April 25th, 2019	☐ \$1,399	☐ \$1,894	☐ \$2,289
Advanced Ends June 6th, 2019	☐ \$1,599	☐ \$2,094	☐ \$2,489
Early Bird Ends July 18th, 2019	☐ \$1,799	☐ \$2,294	☐ \$2,494
Regular Ends August 5th, 2019	☐ \$2,099	☐ \$2,594	☐ \$2,989
Two-day conference ticket including breakfast and lunch (August 7 & 8 ONLY)	☒	☒	☒
Presentation MP3s and speaker slides	☒	☒	☒
Cocktail reception with speakers and attendees (August 7)	☒	☒	☒
Pre-Conference Workshops (August 6)	☒	☒	☒
Full pre-conference workshop day discount (Register for 2 workshops, save \$100 on your ticket!)	☒	☒	☒

NON-PROFIT & GOVERNMENT DISCOUNTS:



We honor attending non-profits, educational institutions and government agencies with an additional \$200 off the general summit access pass rate.

Please contact Andrea Vargas at andrea@lincolnhealthnetwork.com or call 619-597-7236 to register a group or with the non-profit/government discount.

➡ Please fill in the following information and fax back to: (619) 923-3542 ➡ Please submit one form for each delegate attending.

GSMI OFFERS 5 WAYS TO REGISTER:

Tel: 619-597-7236 Monday - Friday
8:00 a.m. - 6:00 p.m. US Pacific Time

Fax: (619) 923-3542 24 Hours a Day

Mail: 1501 India St., Suite 103-60, San Diego, CA 92101

Email: andrea@lincolnhealthnetwork.com
Please include your name & telephone number

Web: www.fwdpharmaconference.com

VENUE:

FWD PHARMA will be held at:
DoubleTree by Hilton Philadelphia Center City
237 South Broad Street, Philadelphia, PA 19107

ACCOMMODATIONS: We've secured a room block for attendees and speakers at the venue. Our discounted rate of \$169.00 is available through July 15th, 2019. Make sure you reference FWD PHARMA to secure the discounted rate.

You can make reservations: Online: [CLICK HERE](#)

By phone: 215-893-1600

We highly suggest you book early — once rooms have sold out or expiration date has passed, GSMI can no longer guarantee availability or the discounted rate.

ADMINISTRATIVE NOTE:

For cancellations received in writing.

- **Four weeks or more prior to the event:**
Full refund or Full Credit Voucher
- **Four weeks or less prior to the event:**
No Refund; a Credit Voucher minus the \$300 cancellation fee

If you do not cancel your registration by the day of the event you will be charged your full registration fee. Credit vouchers may be applied toward any future GSMI event within one calendar year of the date of the cancellation. If GSMI decides to cancel any part of this event, the Company is not responsible for covering airfare, hotel or any other costs. Speakers, agenda, networking and recreational events are subject to change without notice. For more information regarding refunds please contact the customer service department at: 888.409.4418

SUBSTITUTION POLICY:

Substitutions may be made up to the day of the event.

PAYMENT POLICY: Payments can be made by American express, Visa, MasterCard, Company Check (USD checks must be drawn on a US bank), or by wire transfer. If registering 2 weeks or less prior to the start of the Conference, you must submit your credit card information as a form of payment. If registering more than 2 weeks prior to the start of the Conference and payment is not received at the time of registration, a credit card hold will be required to maintain your registration status. If payment is not received 2 business days prior to the conference date, the respective credit card will be utilized as the form of payment. Please make all checks payable to Global Strategic Management Institute. In the memo area of the check please write the name(s) of the FWD PHARMA registrants(s).

Name: _____

Title: _____

Company: _____

Department: _____

Approving Manager Name & Title: _____

Mailing Address: _____

City: _____ State: _____

Zip/Post Code: _____ Country: _____

Telephone: _____

Fax: _____

Email: _____

Twitter ID: _____

Linkedin.com Profile: _____

Will you be attending a Pre-Summit Training (August 6th, 2019)? ☐ Yes ☐ No If so, which training?

- ☐ **10:00 am A:** Designing Your Best-In-Class Patient Journey Blueprint
- ☐ **10:00 am B:** A Digital-First and Content-Forward Approach to Engaging with HCP's
- ☐ **2:00 pm C:** Improving Your Data Analytics Process - Discovering Insights to Help Inform Your Multi-Channel Digital Strategy
- ☐ **2:00 pm D:** Developing a Customer Experience-Focused Product Launch Framework

PAYMENT METHOD: CREDIT CARD: ☐ Amex ☐ Visa ☐ MasterCard ☐ Check

Credit Card Number: _____

Name on Card: _____

Expiration Date: _____ CVV: _____

Do you have any dietary restrictions (e.g. kosher, vegetarian)? ☐ Yes ☐ No If so, please specify: _____

Do you require any accommodations that require special attention? ☐ Yes ☐ No
If so, please specify: (e.g. wheel-chair access) _____

How did you hear about this event? _____