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February 28 – March 2, 2018 | New Jersey, USA

www.channel-optimization-pharma.com



2nd Annual

Channel Optimization in Pharma Marketing²⁰¹⁸

**Maximize ROI & Customer
Engagement through Optimizing
Your Multi-Channel Mix &
Customer Insights**

Chaired by:



Paul Murasko
Senior Director,
Multi-Channel
Marketing
**Sunovion
Pharmaceuticals**

20+ Industry Pioneers Include:



Fabrizio Caranci
Director, Channel
Innovation,
Customer
Engagement
Capabilities
Merck



Qi Feng
Assistant Director,
Marketing
Analytics
Astellas



Haibei Jiang
Deputy Director,
Advanced Analytics
Bayer



Jay Appel
Executive Director,
Digital Hub Lead
**Bristol-Myers
Squibb**

Innovation Partner



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DMD
Connecting Healthcare

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West Coast Tel: +1 415 735 3289 **East Coast Tel:** +1 617 455 4188

Email: info@hansonwade.com

Channel Optimization in Pharma [@ChannelOpPharma](https://twitter.com/ChannelOpPharma)



Welcome to the 2nd Annual Channel Optimization in Pharma Marketing Summit

With the rise of new patient engagement avenues and digital outlets, coupled with an increase in specialty drugs for a smaller patient population, **a data-driven and targeted channel mix is crucial to commercial effectiveness.**

The **2nd annual Channel Optimization in Pharma Marketing Summit** unites Marketing and Business leaders from pharma and biotech organizations to evaluate the surge of innovations in the last 12 months - from a go-to-market strategy to technology utilization.

Join industry pioneers as they share their lessons learned.

What did 2017 attendees say?

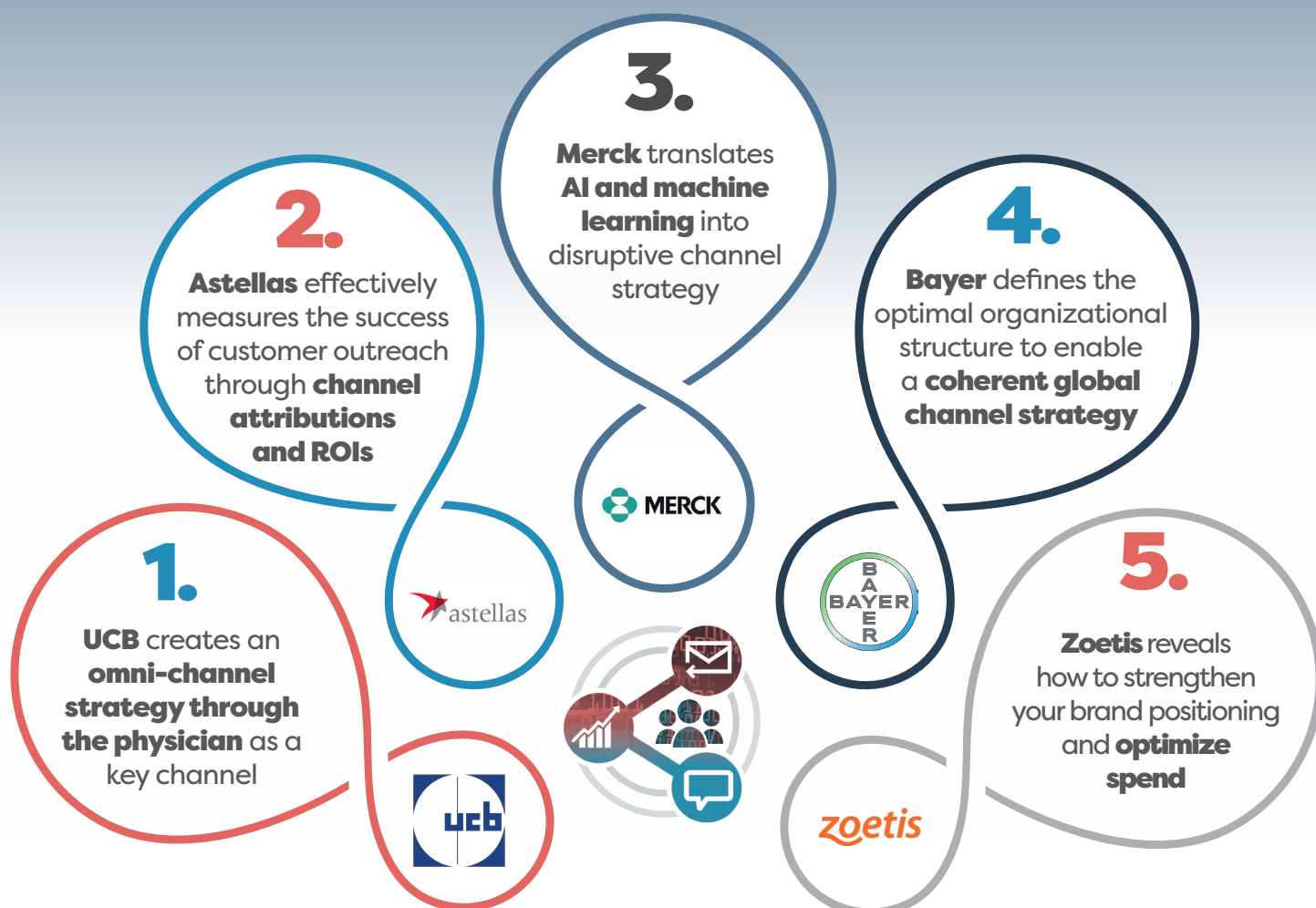
“Excellent opportunity to better understand pharma marketing and its approach to multi/omni-channels which helps us shape our ‘pharmacy’ channels”

CEO, hubpharmacy.com

“Thank you for a great conference! I’ve learned a lot and thoroughly enjoyed the discussions!”

Pfizer

5 Key Case Studies to Help You with Actionable Insights:



Your Expert Speakers



Paul Murasko
Senior Director, Multi-Channel Marketing
Sunovion Pharmaceuticals



Fabrizio Caranci
Director, Channel Innovation, Customer Engagement Capabilities
Merck



Jay Appel
Executive Director, Digital Hub Lead
Bristol-Myers Squibb



Kyle Donaldson
Global Director – Marketing & Analytics Technology
GSK



John Gallo
Executive Director, Customer Strategy & Shared Services
Sunovion Pharmaceuticals



Igor Rudychev
Senior Business Insights Director
AstraZeneca



Sandy Donaldson
Head of Global Omnichannel Operations
UCB



Dan McCormick
Director, Global Business Solutions
Amgen



Edward Stelmack
Senior Director, Commercial Data Management
AstraZeneca



Jaisri Chety
Director, Global Multichannel Data Strategy & Management
GSK



Matthew Balogh
Senior Director, Content Engineering
The Medicines Company



Erik Poole
Director of Product, Digital Marketing
Zoetis



Qi Feng
Assistant Director, Marketing Analytics
Astellas



Alejandro Arciniegas
Associate Director, Franchise HCP Strategy & Promotion
United Therapeutics Corporation



Haibei Jiang
Deputy Director, Advanced Analytics
Bayer



Buddy Scalera
Senior Director, Content Strategy
The Medicines Company



Dale Benner
Senior Director, Product Management
DMD



Don DeStefano
VP, Business Development Sales
LexisNexis Risk Solutions



Fonny Schenck
CEO
Across Health



Ruud Kooi
Managing Partner
Across Health



Ryan Bruskiewicz
GM – Central
Qral Group



Adam Hadjinian
GM – West Coast
Qral Group

Pre-Conference Workshop Day | Wednesday, February 28, 2018

Morning Workshop A

Decrypting the Dynamics of Sales & Marketing Channels to Maximize Commercial Value

10:00 – 13:00

The pharma ecosystem is changing rapidly and will continue to do so in the foreseeable future. The complicated healthcare systems in the US, as well as new technologies and methodologies to generate insights have forced pharma/biotechs to move beyond the reach/frequency model to deeply rethink how they deploy their sales and marketing channels.

This interactive workshop will draw upon the cutting-edge practices from across the spectrum of therapy areas (e.g. oncology, rare, ultra-rare, and gene therapy) to provide actionable insights on:

- How to assess your **go-to-market channel strategy** and drive commercial effectiveness
- Interactions between providers, payers, and patients
- How to **optimize channel design and lifecycle management plan**
- **Rebalancing spend** between agency/media channels and new methods to enhance “Patient Finding”
- What technologies do you need and how to **extract business intelligence** for competitive advantage?



Workshop Leader

Adam Hadjinian, GM – West Coast, **Qral Group**

Adam has dedicated more than 15 years focusing on global pharmaceutical and biotech product commercialization. Broad experience across all elements of the product life cycle, including asset evaluation, commercial operations, finance and strategy, and in-line US brand marketing.

At Qral Group, Adam has focused on ultra-orphan commercialization issues – working closing with clients in New Product Planning, Launch, In-line Brand Marketing, and Commercial Operations.

Adam has been a popular guest speaker at international conferences, and has contributed on topics such as ‘Changing Role of Commercial Operations: Building a Marketing Operations Function’ and ‘Maximizing the Value of APLD for Brand Analytics’.



Workshop Leader

Ryan Bruskiewicz, GM – Central, **Qral Group**

Ryan has had more than 10 years of consulting and analytics experience in pharma and biotech, with a focus on analytical application development and commercial analytics, including optimization of sales, marketing, and access resource allocation.

At Qral Group, Ryan has been excited about the opportunity to work with such a talented group of teammates, create new approaches and solutions to solve our clients’ challenges leveraging the latest advances in data and analytical tools.

▲▲ A very positive experience with open dialogue amongst participants to help experience sharing ▲▲ **Bayer, 2017 Attendee**

Pre-Conference Workshop Day | Wednesday, February 28, 2018

Afternoon Workshop B

Proving Omnichannel Impact on Sales – Build the Business Case to Justify Investments

14:00 – 17:00

Omnichannel customer engagement is the new mantra in pharma, with every interaction influencing the next interaction, and with campaign content building blocks tailored per segment, per message and per individual customer.

Making omnichannel successful requires robust omnichannel data (channel/content/context affinities), a tailored strategy, flawless execution, and continuous interaction and impact tracking.

Over the years, Across Health, a global omnichannel consult-agency for life sciences, has developed an integrated “soup to nuts” (insight through to impact) offering, leveraging its unique Navigator customer insights (used by over 30 companies).

This workshop will provide a step by step guide on:

- How to leverage the Navigator data for designing an optimal omnichannel HCP business case and strategy

- How to plan for impact
- How to ensure robust execution

We will also highlight a robust business case validated by IMS data, and offer you a blueprint approach on how to do this for your campaigns as well.

Learning outcomes:

- How to gain **unique insights into US HCP channel, content and context affinities** – and benchmark vs the competition (navigator)
- How to **build an integrated HCP omnichannel business case** and strategy with strong predictive power
- How to **demonstrate campaign effect** on sales development
- How to continuously turn **novel customer insights** into campaign performance improvements



Workshop Leader
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 programmes for salesforce effectiveness, CRM business strategy and digital, and played a key role in the Marketing Excellence programme. Prior to joining Across Group, Fonny was leading the European Marketing Excellence team at J&J, where he received many awards 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.



Workshop Leader
Ruud Kooi, Managing Partner, **Across Health**

Ruud Kooi has worked in pharma for over 20 years. Ruud started his career at Janssen and was part of the first digital and multichannel teams. Since 12 years, Ruud was one of the co-founders for Across Health, where he leads global pharma companies in their change and development journeys from single channel to multichannel to omnichannel. Ruud is an experienced omnichannel strategy leader with a passion for measuring campaign performance and outcome results. Ruud facilitates, challenges and leads global, regional and local brand teams in strategy workshops to create an ambitious but realistic omnichannel plan for the next years. As a standard practice within Across Health, Ruud and his delivery teams (co-)implement and coach the same brand teams in the execution of the plan. Using the Across Health omnichannel navigator 3.0 data, Ruud quantifies campaign ambitions as well as the planned campaign programs to validate the SOV is in line with the set market demands and competitor analysis. Building upon initial omnichannel successes, Ruud works to continuously refine the brand ambitions to the next level.

Conference Day One | Thursday, March 1, 2018

08.00 Coffee & Registration

Paul Murasko
Senior Director,
Multi-Channel
Marketing
Sunovion
Pharmaceuticals

09.00 Chair's Opening Remarks

Connecting the Dots: Business Analytics Insights & Channel Planning

Sandy Donaldson
Head of Global
Omnichannel
Operations
UCB

09.10 How & Why UCB Puts Patients First – The Move to Create Better Solutions with Omni-Channel

- Identifying, understanding and solving REAL patient problems
- Breaking the silo – integrating traditional internal functions to work harmoniously
- Using the physician as a key channel to deliver accelerated patient solutions

Case
Study

Kyle Donaldson
Global Director
– Marketing and
Analytics Technology
GSK

09.40 Bridging the Gap Between Marketing & Commercial Insights

- Utilizing real world evidence to back your channel plan
- Evaluating the growing importance of the marketing and commercial analytics role in brand strategy
- Maximizing launch success through high-impact strategies with customized market data and orchestrating your field sales resources

Jay Appel
Executive Director,
Digital Hub Lead
Bristol-Myers
Squibb
Igor Rudychev
Senior Business
Insights Director
AstraZeneca
Dan McCormick
Director, Global
Business Solutions
Amgen

10.10 Setting the Scene – What are the Channels?

- It's not just 'digital marketing': tailoring your mix of channels from traditional to non-traditional avenues
- Who are the teams to collaborate with? Input from other functions to optimize channel mix
- Challenges and lessons learned

Panel
Discussion

10.40 Speed Networking & Morning Refreshments

Channel Mix Transformation – HCP Engagement Strategy

Dale Benner
Senior Director,
Product
Management
DMD

12.00 Optimizing the HCP Digital Channel – Looking Beyond Your Own Websites

- Identify where your target HCPs are going within medical websites and what they are reading
- Review 6 months of retrospective data for key medical specialties
- Discuss new approaches to optimize digital spends based on this data

Led by:

Igor Rudychev
Senior Business
Insights Director
AstraZeneca

12.30 Re-Define Your Channel Mix

This interactive roundtable session will split the audience into groups to discuss the following topics:

- How and when should you build your multi-channel marketing plan?
- Comparing traditional and non-traditional channel avenues' effectiveness and future roles in the channel mix
- From budget allocation to performance assessment: How agile are you to adapt and tailor your channel mix?

At the end of the session, each group will present their findings and recommendations to the rest of the audience.

Deep
Dive

13.10 Lunch & Networking

 John Gallo Executive Director, Customer Strategy and Shared Services Sunovion Pharmaceuticals	14.10 Blurring the Lines Between Personal & Non-Personal Promotion • Reviewing how the digital era has transformed the way customers receive clinical and promotional information • Assessing both approaches: While digital communications will continue to be an important conduit for information, so too will personal selling • Sharing industry best practices that blend the best aspects of digital and personal promotion	Case Study
 Don DeStefano VP, Business Development Sales LexisNexis Risk Solutions	14.40 Precise Targeting in Pharma to Survive in the Competitive Healthcare Landscape • How to develop precise targeting based on customer intelligence • Use 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	Spotlight Session
14.55 Afternoon Refreshments & Networking		
 Fonny Schenck CEO Across Health	15.25 How to Move from Channel-Centric MCM to Full Omnichannel HCP Engagement • How to develop an omnichannel HCP engagement strategy • How can you avoid the typical pitfalls and ensure high-impact execution? • What does the future of omnichannel customer engagement look like?	Case Study
Moderator:  Edward Stelmack Senior Director, Commercial Data Management AstraZeneca	15.55 Refine Your Channel Recipe Through Experimenting, Testing & Rolling Out • Create a carefully crafted campaign plan rather than a ‘trial and error’ approach • Assess the inter-dependence and intricate relationships across a variety of channels • Track and analyze your traffic and customer engagement	
 Paul Murasko Senior Director, Multi- Channel Marketing Sunovion Pharmaceuticals	16.30 Chair’s Closing Remarks	

“ This is a great conference with focused content and I also enjoy the networking opportunities to meet like-minded colleagues for knowledge sharing! ”

Product Manager, Insmed, 2017 Attendee

Conference Day Two | Friday, March 2, 2018

08.00 Coffee & Registration



Paul Murasko
Senior Director, Multi-Channel Marketing
Sunovion Pharmaceuticals

09.00 Chair's Opening Remarks

Channel Mix Transformation & Strategy



Fabrizio Caranci
Director, Channel Innovation, Customer Engagement Capabilities
Merck

09.10 Looking Ahead of Disruptive Channels to Increase Engagement with Your Patients & HCPs

- Getting ahead to explore new channels that you can use to engage directly with your customers – what are they?
- X-Reality: Is the new real world virtual?
- Translating the buzzwords AI and machine learning into actions – leveraging these opportunities to drive engagement and the impact of your campaign

Keynote



Haibei Jiang
Deputy Director, Advanced Analytics
Bayer

09.40 Developing a Coherent Multi-Channel Plan Across the Globe?

- How to 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?



Matthew Balogh
Senior Director, Content Engineering
The Medicines Company

10.10 Integrating Content Strategy and Content Engineering

Buddy Scalera (content strategist) and Matt Balogh (content engineer) have worked together at an agency and now at a pharmaceutical manufacturer to manage complex digital workflows across multiple channels and content management systems. They'll explain their strategy for creating, governing, publishing, and measuring multi-use content.

Key takeaways:

- In-house or outsource: it all sounds easy, until you actually have to do it!
- How does strategy become implementation?
- You can plan for the unknown, if you know how storytelling works

Case Study



Buddy Scalera
Senior Director, Content Strategy
The Medicines Company

11.10 Morning Refreshments & Networking Break



Alejandro Arciniegas
Associate Director, Franchise HCP Strategy & Promotion
United Therapeutics Corporation

11.40 How are They Engaging? Are Communications Timely, Relevant, and Impactful? Successful Channel Optimization through Physician-Level Data for a Specialty Drug

- Having a holistic and comprehensive view of your campaign strategy to re-engineer your channel choices – at the right time, for the right people, and with the right messaging
- The challenges for specialty/ rare disease and orphan drugs: delivering specialized content
- How turning these data into intel and actions to drive personal promotion



Qi Feng
Assistant Director,
Marketing Analytics
Astellas

12.10 Measuring Attributions & ROIs Through Dissecting the Intrinsic Channels' Relationships

- Dissect 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

12.40 Lunch & Networking

Perfecting Your Execution & Channel Dynamics



Jaisri Chety
Director, Global
Multichannel
Data Strategy &
Management
GSK

13.40 The Foundation of Successful Multi-Channel Strategy & Customer Engagement – Data Insights

- Tackling the challenges of data collection from various channels
- From quality to compliance: Reviewing forthcoming GDPR regulations
- Developing an effective data strategy and analytics capability enablement to drive better customer engagement



Erik Poole
Director of Product,
Digital Marketing
Zoetis

14.10 How Are You Doing? Impact Measurement for ROI of Your Channel Tactics

- What is in your tool box? Launch vs. mature brand
- Using audience and brand measurement to gain comprehensive insights into your channels' ROIs
- Extrapolating to help strengthen your brand positioning and optimize spend



Paul Murasko
Senior Director, Multi-
Channel Marketing
**Sunovion
Pharmaceuticals**

14.40 Chair's Closing Remarks

■ The spread of delegate representation was excellent and I loved the speed networking session. This conference was a great experience for myself and an excellent opportunity for LexisNexis to show the pharma industry how our data can help with multi-channel optimization! ■■

LexisNexis, 2017 Attendee



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www.dmdconnects.com



Expertise Partner

Across Health is a trusted advisor to senior leaders of innovative multinational healthcare organizations.

With a focus on customer

engagement in the digital age, we partner with our clients to design, develop, execute and measure evidence-based, omnichannel customer engagement strategies and company-wide digital transformation programs – for the short, medium and long term. The Across Health Navigator family of products (>17K HCPs, patients and payers) offers uniquely pragmatic and robust insights for channel & content selection, and competitive benchmarking by channel and a comprehensive media landscape; this data set (used by 30+ companies) and any relevant internal insights are leveraged into strategic planning and multichannel capability building. We also offer integrated multichannel execution program management and a robust impact measurement framework. We have 50+ consultants globally, with a high NPS (+43).

www.a-cross.com



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LexisNexis Health Care provides life sciences organizations with a robust portfolio of data intelligence

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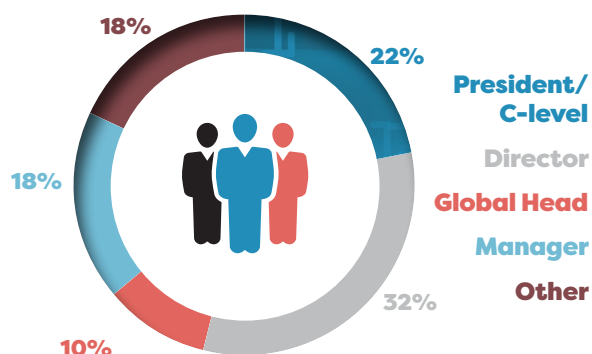
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PharmacyFocus is the largest digital

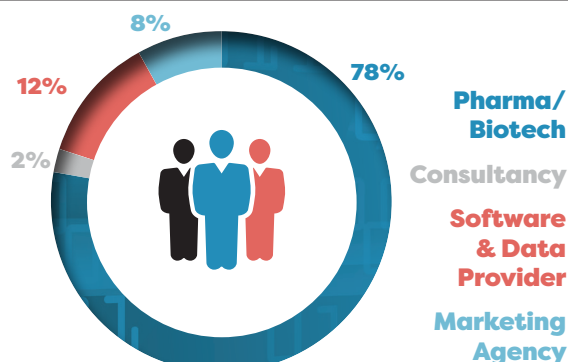
communication platform for the pharmacy channel, connecting manufacturers, payers/PBMs, wholesalers and pharmacies. Through a broad range of tools and services designed to connect directly to pharmacies, PharmacyFocus collects and disseminates data and information critical to the success of all stakeholders in the pharmaceutical supply chain.

hub.pharmacyfocus.com

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EXPECTED ATTENDEE SEGMENT*



*Based on 2017 attendees

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Engage with the pharma and biotech marketing community. Showcase your services and platforms to help them increase marketing efficiency!



For more information, contact:

Peter Trebelev
Partnerships Director
West Tel: +1 415 735 3289
East Tel: +1 617 455 4188
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3 EASY WAYS TO BOOK

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20% discount – 3 delegates

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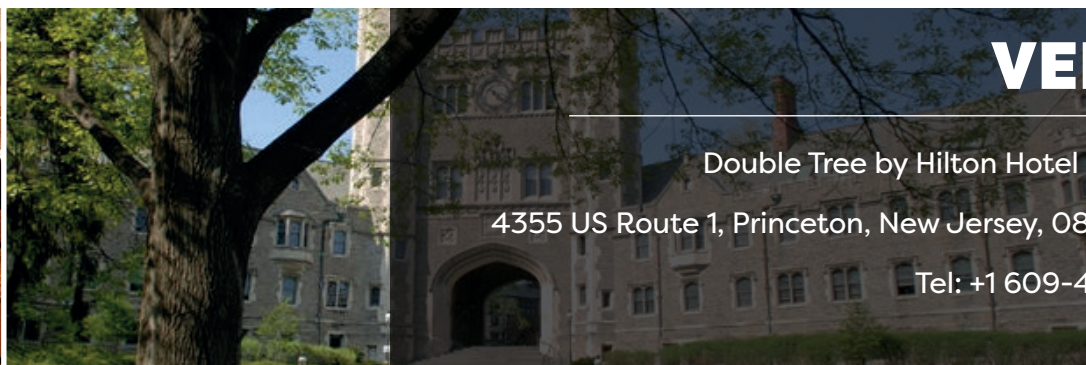
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	Register & Pay by Friday, December 8, 2017	Register & Pay by Friday, January 12, 2018	Standard
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Full payment is due on registration. Cancellation and Substitution Policy: Cancellations must be received 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.

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