



MOBILE ENGAGEMENT FORUM

Influencing and Connecting with Patients & Healthcare Providers through Innovative & Compliant Mobile Marketing Initiatives Driven by Responsive Design, Uniquely Targeted Mobile Applications & Relevant Content

PROGRAM OVERVIEW:

As the number of individuals referencing health information via mobile devices has increased, life science companies have raced to meet the growing demand for content through the development of mobile applications and health information directed towards healthcare providers and patients. In doing so, companies have overcome numerous hurdles with implementation, focusing content to attract and engage patients & providers, and in many cases have created applications and portals for initiating a positive and robust dialogue. However, organizations continue to face challenges in this rapidly developing area, from unclear regulatory guidance to appropriate methods of communicating with patients and caregivers without crossing boundaries of direct health information.

Building upon the success of the 2013 Mobile Engagement of Healthcare Professionals Conference, Q1 has expanded the offering of the annual program to include dual tracks of presentations focused on communication and engagement with patients as well as with healthcare providers, to embrace the full spectrum of mobile health engagement. With a clear focus on customer-centric communication, effective delivery of information and methods for remaining on the cutting-edge of application development, this two-day program will provide an unparalleled opportunity for learning and knowledge share.

Conference Sponsors:



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ABOUT THE ORGANIZERS

Q1 Productions designs and develops webinars, training courses, conference programs and forums aimed at specifically targeted audiences in order to provide strategic and timely information. Through a rigid production process focused on end-user research and design, our team is able to understand the immediate business concerns of today's leading executives. Whether focusing on new or pending legislative issues, enhanced business processes or technologies that will drive efficiency and customer service, our programs provide solutions to the urgent needs of our attendees.





MOBILE ENGAGEMENT FORUM

MAY 15-16, 2014 | CHICAGO, IL

DISTINGUISHED PRESENTERS INCLUDE:

LIFE SCIENCE INDUSTRY

Austin Wilson

Associate Director, Global iPad/Closed Loop
Marketing Solutions Leader
MERCK

Alan Bergstrom

Senior Director, Commercial
Regulatory Affairs
DAIICHI SANKYO

Alvin Lin

Associate Director, US Marketing
ALEXION PHARMACEUTICALS

Nuvan Dassanaik

Vice President, Lead Global Integrated
Marketing
MYLAN

Josephine Munis

Digital Marketing Strategist
BECKMAN COULTER

Mickey Lynch

Associate Director, Digital Strategy &
Solutions
SHIRE

Deepak Prakash

Global Director, Marketing,
Digital Health
**VANCIVE MEDICAL
TECHNOLOGIES**

Siew Neo

Senior Global Product
Marketing Manager
GALIL MEDICAL

Daniel Monaco

Vice President, Consumer Marketing &
Strategic Insights
ESSILOR

Zafar Toor

Director, Commercial
Regulatory Affairs
EISAI

Grady Davis

Director, Marketing, Complex Spine &
Orthopaedics
MEDTRONIC

Andrew Robertson

Director, US Regulatory Policy
MERCK

Lindsay Rego

Expert Healthcare Consultant – Oral Care
Division
GLAXOSMITHKLINE

HEALTHCARE PROFESSIONALS & PATIENTS

Edward F. Hollinger, MD, PhD

Section of Abdominal Transplantation
RUSH UNIVERSITY MEDICAL CENTER

Benjamin Kenigsberg, MD

PGY2 Internal Medicine Resident
UNIVERSITY OF CHICAGO MEDICINE

Julia Seres

Transplant Recipient & Volunteer
AMERICAN LIVER FOUNDATION

Virginia Ladd

President
**AMERICAN AUTOIMMUNE RELATED
DISEASES ASSOCIATION**

Rebecca Long

Patient & Board of Directors
AMERICAN LIVER FOUNDATION

Mark E. Cichon, DO, FACEP, FACOEP

Division Director, Emergency Medical
Services
**LOYOLA UNIVERSITY
MEDICAL CENTER**

Paul Bergl, MD

Chief Resident, Internal Medicine
Residency Program
**UNIVERSITY OF CHICAGO
MEDICINE**

OTHER LEADING MOBILE ENGAGEMENT EXPERTS

Don Bauman

Chief Executive Officer
ISABEL HEALTHCARE

Rory Stanton

Consumer Insights Analyst
**MANHATTAN RESEARCH,
A DECISION RESOURCES GROUP**

Sarah C. Wilcox

President, Chief Executive Officer &
Co-Founder
MY HEALTH AND MONEY LLC

Vernessa Pollard

Partner
ARNOLD & PORTER LLP

Marian Lee

Partner
KING & SPALDING

Kevin Riddleberger

Senior Director, Clinical Solutions
ITRIAGE

Daniel Kivatinos

Co-Founder & Chief Operating Officer
DRCHRONO

Geoff Melick

Chief Innovation Officer
GA COMMUNICATION GROUP

Ben Currie

Group Director, Digital Solutions
GA COMMUNICATION GROUP

James Avallone

Director, Physician Research
**MANHATTAN RESEARCH,
A DECISION RESOURCES GROUP**

JR Ordonez

Design Director
DOXIMITY

Robert Palmer

EVP, Managing Director
JUICE PHARMA WORLDWIDE

Breffni Fox

Director, Marketing Strategy
PURSUIT SOLUTIONS

Mark Bard

Co-Founder & Board Member
DIGITAL HEALTH COALITION
Founder & CEO
DIGITAL INSIGHTS GROUP

Phil Scherer

Associate Creative Director
JUICE PHARMA WORLDWIDE



MOBILE ENGAGEMENT FORUM

DAY ONE | THURSDAY, MAY 15

7:00 REGISTRATION & MORNING COFFEE

Mobile Engagement of Healthcare Professionals

7:50 CHAIRPERSON'S OPENING REMARKS

Breffni Fox, Director, Marketing Strategy, **PURSUIT SOLUTIONS**

8:00 KEYNOTE: OPTIMIZING HCP MOBILE STRATEGIES IN 2014

In this presentation, James Avallone will cover insights from Manhattan Research's annual survey of over 3,000 U.S. physicians including questions such as:

- Digital workflow: How are physicians flowing across screens and platforms? How can marketers best provide value-add content on tablets and smartphones throughout the workday?
- Mobile optimization: How are smartphones and tablets impacting clinical decisions most? What is the role of each device at the point-of-care?
- Decoding tablets: Where does the tablet shine brightest as a professional device in 2014? In what scenarios is it still not seeing traction?
- Enhancing tablet-rep initiatives: What are best practices for tablet-rep meetings? How can brands create better campaigns in 2014 to enhance the rep-physician relationship and sales?

James Avallone, Director, Physician Research, **MANHATTAN RESEARCH, A DECISION RESOURCES GROUP**

8:45 MOBILE IS NOT A FAD: BUILDING A BUSINESS CASE FOR MOBILE ENGAGEMENT OF HEALTHCARE PROFESSIONALS

Marketing teams face difficulties in garnering senior leadership buy-in due to the cost and regulatory restrictions associated with digital and mobile marketing campaigns, creating a great need for educating life science companies on the importance of developing and implementing a mobile strategy. Leaders in the mobile space recognize that physicians access smartphones and tablets for information look-up and content consumption multiple times per day, and pharmaceutical and medical device manufacturers must have a presence on these mobile devices to continuously reach the HCP population. Providing senior management with statistical facts and evidence supporting the positive effect on the HCP stakeholder relationship and overall profitability of an organization will certainly prove that mobile is here to stay and marketing teams need the resources to exceptionally engage in the mobile arena.

Grady Davis

Director, Marketing, Complex Spine & Orthopaedics
MEDTRONIC

9:30 COFFEE & NETWORKING BREAK

10:00 INTERPRETING THE FDA GUIDELINE FOR MOBILE MEDICAL APPLICATIONS & IMPACT ON PHYSICIAN ENGAGEMENT

After much anticipation, the FDA has released the final guidance for enforcement of mobile medical applications or software programs utilized on mobile devices. The guidance outlines that FDA is "focusing its oversight on mobile medical apps that are intended to be used as an accessory to a regulated medical device or transform a mobile platform into a regulated medical device". Based on FDA's guidance, digital marketers should be especially careful and compliant with mobile apps that allow a physician to make a diagnosis or platforms that HCPs can use as a medical device such as an ECG machine. Life science companies are still somewhat unclear as to whether the FDA has enabled industry to be more innovative in mobile marketing or developed stricter restrictions for the delivery of mobile tools to physicians.

- Understanding grey areas within FDA's guidance
- Assessing types of apps which require approval
- Incorporating risk-based approach in evaluating apps
- Minimal vs high risk to patients

Marian Lee, Partner, **KING & SPALDING**

10:45 PANEL: UNDERSTANDING THE REGULATORY PERSPECTIVE IN DEVELOPING INNOVATIVE & COMPLIANT MOBILE STRATEGIES

Physicians expect pharmaceutical and medical device companies to deliver a similar mobile environment experienced with popular consumer brands, and digital marketers want to meet that demand by providing HCPs with innovative mobile applications highlighting valuable content. Oftentimes, marketing teams are met with pushback from regulatory departments seeking to remain compliant with FDA and other regulatory guidelines regarding mobile interactions with physicians. Featuring regulatory executives, this panel discussion will offer attendees an inside look at how regulatory teams evaluate the benefits and risks of pushing the mobile innovation envelope in a compliant manner.

- Including regulatory in early stages of mobile strategy development
- Debating an innovative vs restrictive mindset in mobile communication
- Regulatory approval of content and balance in messaging

Andrew Robertson, **MERCK**

Zafar Toor, **EISAI**

Alan Bergstrom, **DAIICHI SANKYO**

Mobile Patient Engagement

7:50 CHAIRPERSON'S OPENING REMARKS

Geoff Melick, Chief Innovation Officer, **GA COMMUNICATION GROUP**

8:00 STATE OF THE INDUSTRY ADDRESS: MANHATTAN RESEARCH ON MOBILE PATIENT ENGAGEMENT

As the leading research based organization in the mobile healthcare field, Manhattan Research provides valuable market research and insights into the evolving field of mobile patient engagement. Delivering factual research based on deep analytical research, the figures shared by the organization are considered gold standard, and can be used to provide benchmarks for new and existing programs. As the marketplace continues to embrace mobile engagement strategies for marketing toward consumers, a retrospective as well as forward-thinking analysis is of great value.

- Current trends in mobile consumer engagement
- Benchmarks and measurement standards
- Forecasts for future growth & development

Rory Stanton, Consumer Insights Analyst, **MANHATTAN RESEARCH, A DECISION RESOURCES GROUP**

8:45 UNDERSTANDING THE FDA RISK-BASED APPROACH TO DEVELOPMENT OF MOBILE CONSUMER ENGAGEMENT

As mobile medical applications currently on the market contain the capabilities for doctors to diagnose patients outside of traditional health care settings, aid consumers in self-management of health and wellness, and provide resourceful information to consumers at their own convenience, a highly tailored approach to monitoring such apps and consumer-engaging social media posts has been issued by the FDA. Considering the great wealth of mobile medical applications being developed continually that pose minimal risk to consumers, the FDA intends to exercise enforcement discretion for such apps. However, mobile medical apps with the potential to harm consumers in the case of malfunctioning require additional monitoring. This risk-based approach will be assessed using the same regulatory standards that the agency applies to other devices.

- Types of mobile materials subject to regulation
- Parties subject to regulation
- Approval process for medical mobile apps necessary

Vernessa Pollard, Partner, **ARNOLD & PORTER LLP**

9:30 COFFEE & NETWORKING BREAK

10:00 FINDING THE BALANCE BETWEEN INNOVATIVE AND COMPLIANT CONSUMER MOBILE APPLICATIONS

As technology evolves, the capabilities of mobile platforms continually advance, allowing innovative options for consumer-engaging opportunities. Life science industry digital marketing executives pursue these new tools in order to connect with consumers in inventive fashions. Despite FDA's recent guidance on consumer-engaging mobile applications, digital marketing executives are still facing pushback from internal regulatory teams concerned with minimizing risk and remaining compliant. In order to ensure alignment of expectations and compliance standards, mobile marketers must work with internal regulation departments to remain informed on current requirements and warrant a prompt approval process.

- Emphasizing innovation & compliance importance
- Designing compliant mobile marketing materials
- Developing prompt cohesive approval processes

Daniel Monaco, Vice President, Consumer Marketing & Strategic Insights
ESSILOR

10:45 IDEAL INTERACTION: IMPLEMENTING THE CONSUMER PERSPECTIVE INTO MOBILE MARKETING OUTREACH

Arguably, the most critical factor to consider in developing a mobile marketing strategy aimed to engage with consumers is understanding the target audience. Age group, gender, education level, ethnicity, annual income, and geographic location are all factors to account for when developing a mobile marketing strategy to reach the ideal consumers applicable for specific products. In order to engage with potential patients, first the provisions and desires of these consumers must be accounted for and embedded into the mobile strategy. While challenges emerge in reaching specific audience types, ensuring the content is relevant to a wide demographic is critical to the overall success of the program.

- Usage patterns based on demographics
- Challenging groups to reach via mobile
- Obstacles in various age groups
- Types of devices used based on demographics

Siew Neo, Senior Global Product Marketing Manager
GALIL MEDICAL



MOBILE ENGAGEMENT FORUM

DAY ONE / THURSDAY, MAY 15

Mobile Engagement of Healthcare Professionals

11:30 ASSESSING THE NEED FOR A MOBILE APPLICATION TO ENGAGE PHYSICIANS

Mobile applications are the shiny new toy in multi-channel marketing, and many marketing teams are ready to jump into developing mobile applications for any and every new product or therapeutic area served within a pharmaceutical or medical device company. Prior to spending a considerable amount of time, resources and budget, digital marketers should take a step back and truly analyze the benefits of deploying a mobile application for physician engagement. Depending on the product, disease state or targeted physician audience, mobile applications may not always be the optimal choice to drive physician engagement and create further brand awareness.

Mickey Lynch, Associate Director, Digital Strategy & Solutions, SHIRE

12:15 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

1:45 DEVELOPING MOBILE APPLICATIONS THAT ENHANCE THE PHYSICIAN-PATIENT RELATIONSHIP AT THE POINT OF CARE

The life science industry has a unique opportunity to design mobile applications that create a symbiotic relationship between a patient and healthcare professional. Educational mobile tools can be used at the point of care to empower physicians and encourage patients to become more involved in their health and wellness, while self-tracking mobile applications provide remote patient monitoring. These tools facilitate a deeper discussion during office visits, ultimately ensuring better outcomes in patient care.

- Applications that link disease management by patients and physicians
- Adherence apps monitored by healthcare professionals
- Prompting more detailed discussion through interactive mobile apps

Austin Wilson, Associate Director, Global iPad/Closed Loop Marketing Solutions Leader, MERCK

2:30 IMPLEMENTING RESPONSIVE DESIGN TO ENHANCE A USER-FRIENDLY MOBILE EXPERIENCE

When accessing information online, healthcare professionals utilize a variety of technologies including smart phones, tablets, laptops and desktops, creating a complex environment for designing a mobile site or application tailored specifically for each technology. Responsive design presents a unique yet costly solution for marketers within companies to develop mobile initiatives that adapt based on screen size, providing an optimal user experience for the physician. Many pharma and device manufacturers have opted to solely create a mobile site rather than making an investment in responsive design; however, responsive design proves to have a much higher return on investment for mobile browsing solutions due to its adaptability, original domain name usability and link equity preservation.

- Outlining benefits of responsive design vs mobile site
- Investment associated with implementation of responsive design
- Case study: strategy, timeline and engagement results reviewed

JR Ordonez, Design Director, DOXIMITY

3:15 COFFEE & NETWORKING BREAK

3:45 BEST OF THE BEST—MOBILE HCP WEBSITES 2014

The Digital Health Coalition and JUICE Pharma Worldwide once again team up to see how best-in-class mobile HCP websites exemplify best practices in mobile web strategy, user experience and design. Using a set of mobile web “elements”, Bard, Palmer and Pollak offer a framework for mobile site evaluation, show you exactly what those elements look like in real world situations and how you can learn from the best.

Phil Scherer, JUICE PHARMA WORLDWIDE

Robert Palmer, EVP, JUICE PHARMA WORLDWIDE

Mark Bard, DIGITAL HEALTH COALITION, DIGITAL INSIGHTS GROUP

4:30 PANEL DISCUSSION: INCORPORATING THE PHYSICIAN PERSPECTIVE WHEN DEVELOPING A MOBILE MARKETING STRATEGY

To create user-friendly mobile applications and valuable content, pharmaceutical and medical device companies strive to better understand how physicians utilize mobile technologies and what content healthcare professionals find valuable in day-to-day responsibilities. With the physician perspective in mind, digital marketers can tailor communication to drive engagement and use of mobile applications. This panel discussion followed by Q&A will provide attendees with the healthcare professional’s perspective on the integration of mobile devices in hospitals and physician offices, personal preferences for mobile application usage and decision support tools lacking in the mobile space.

MODERATOR: Mark Bard, DIGITAL HEALTH COALITION

Paul Bergl, MD, UNIVERSITY OF CHICAGO MEDICINE

Edward F. Hollinger, MD, PhD, RUSH UNIVERSITY MEDICAL CENTER

Mark E. Cichon, DO, FACEP, FACOEP, LOYOLA UNIVERSITY MEDICAL CENTER

Benjamin Kenigsberg, MD, UNIVERSITY OF CHICAGO MEDICINE

5:15 CLOSING REMARKS & END OF DAY ONE

Mobile Patient Engagement

11:30 CASE STUDY: EMPOWERING PATIENTS TO TAKE ACTION IN HEALTH & WELLNESS

A ground-breaking web-based company, My Health and Money LLC helps employees and consumers become take-charge, healthcare purchasers by providing cost transparency and a total support system for making money-saving choices. An online advisory guides members in navigating the complex healthcare system via a one-stop portal that features health management tools, discounts, peer mentoring, cost comparisons, expert services, and more – all designed to empower individuals to take action. This case study will highlight My Health and Money’s experience in developing a mobile application to accompany a website offering while taking into account the patient and consumer perspective.

Sarah C. Wilcox, President, Chief Executive Officer & Co-Founder MY HEALTH AND MONEY LLC

1:45 PANEL DISCUSSION: UNDERSTANDING THE PATIENT’S PERSPECTIVE

Understanding the drivers for patients downloading and engaging with mobile marketing platforms is fundamental to a company’s creation of a successful overall strategy designed to connect with consumers. Creating a dialogue with patients to better understand the motivation for utilizing a mobile health application will ultimately assist life science manufacturers in producing enhanced mobile marketing materials to reach the target consumer audience. This patient driven presentation will provide executives with insight to a consumer’s perspective and how mobile marketing strategies can be utilized to better connect, converse, and remain visible amongst the plethora of mobile marketing campaigns.

Rebecca Long, AMERICAN LIVER FOUNDATION

Julia Seres, AMERICAN LIVER FOUNDATION

Virginia Ladd, AMERICAN AUTOIMMUNE RELATED DISEASES ASSOCIATION

Geoff Melick, GA COMMUNICATION GROUP

2:30 OPTIMIZING THE SELECTION OF MOBILE STRATEGIES FOR HEALTHCARE CONSUMER ENGAGEMENT

With a variety of mobile-based strategies available for connecting with consumers of healthcare content, marketing teams face a difficult task in understanding the tactic that will deliver the greatest return on investment. From initial steps such as reformatting websites in order to function on smaller mobile screens, to highly engaging applications that improve health, the options are limitless. Through a thoughtful examination of the various strategies available, and the impact that each of these possibilities will ultimately have on consumers, marketers can ensure that the selected route they choose is the most appropriate and impactful.

- Responsive or mobile optimized website
- Consumer-engaging social media posting
- Engaging mobile health applications
- Reporting cadence for mobile strategies

Josephine Munis, Digital Marketing Strategist BECKMAN COULTER

3:15 COFFEE & NETWORKING BREAK

3:45 DESIGNING A MULTI-PLATFORM APPROACH FOR MOBILE APPLICATIONS AND COMMUNICATION STRATEGIES

Although Apple’s iOS and Google’s Android remain the major players in mobile operating systems, difficulties arise in creating a mobile application that functions properly across all platforms and varying versions of software. Known for its fast-paced environment, the technology industry brings new products to market at an accelerated pace, with Apple, most notably, coming out with a new version of the iPhone every year. To stay ahead of the technology curve, life science companies must create device agnostic mobile applications in order to seamlessly continue interactions with healthcare professionals.

- Differences in mobile platforms and devices
- Analyzing cost associated with a multi-platform mobile app
- Targeting platforms based on HCP usage

Nuvan Dassanaik, Vice President, Lead Global Integrated Marketing, MYLAN

4:30 BEST OF THE BEST—MOBILE CONSUMER WEBSITES 2014

The Digital Health Coalition and JUICE Pharma Worldwide once again team up to see how best-in-class mobile Consumer websites exemplify best practices in mobile web strategy, user experience and design. Using a set of mobile web “elements”, Palmer and Scherer offer a framework for mobile site evaluation, show you exactly what those elements look like in real world situations and how you can learn from the best.

Robert Palmer, EVP, JUICE PHARMA WORLDWIDE

Phil Scherer, SVP, Associate Creative Director, JUICE PHARMA WORLDWIDE



MOBILE ENGAGEMENT FORUM

DAY TWO | FRIDAY, MAY 16

7:30 REGISTRATION & MORNING COFFEE

Mobile Engagement of Healthcare Professionals

7:50 CHAIRPERSON'S OPENING REMARKS

Ben Currie, Group Director, Digital Solutions, **GA COMMUNICATION GROUP**

8:00 PHYSICIAN OPPORTUNITIES BY SPECIALTY SEGMENT: STRATEGIC INSIGHTS FROM THE MARKET

Healthcare professionals search online and use mobile for targeted information based on their specialty and field of interest. This session will review insights from a range of specialist segments to review what is driving mobile utilization, what activities are fueling usage by specialty, brand relevance, and the opportunities (near and long term) for brands, organizations, and publishing partners.

- Varying mobile usage based on HCP category: primary care, oncology, rheumatology, cardiology, etc.
- Segmenting content and services for different medical specialties and clinical interests
- Discuss strategic market trends and ask your tough questions in this highly interactive session with recent market data and insights

Mark Bard, Co-Founder & Board Member, **DIGITAL HEALTH COALITION**
Founder & CEO, **DIGITAL INSIGHTS GROUP**

8:45 PUBLISHING VALUABLE CONTENT THAT INFLUENCES A HEALTHCARE PROFESSIONAL'S BEHAVIOR

Marketers develop applications that simplify physician responsibilities and daily tasks, positively impact patient outcomes and ultimately influence decision making regarding a drug or device. The foundation for successfully engaging HCPs lies in identifying content that physicians find valuable and balancing marketing, clinical and educational information. Simply creating a mobile application will not entice HCPs to use it; however, bridging the needs of the physician with the goals of a life science company will foster continued engagement.

- Creating interesting and shareable content
- Mixing branded vs non-branded content
- Effective content management system for mobile apps

Ben Currie, Group Director, Digital Solutions
GA COMMUNICATION GROUP

9:30 COFFEE & NETWORKING BREAK

10:00 PANEL DISCUSSION: E-DETAILING: DRIVING CONVERSATION AND INTERACTION WITH PHYSICIANS THROUGH INNOVATIVE MOBILE APPS

Based on a recent study conducted by ZS Associates, nearly 50% of physicians restrict access to sales representatives, resulting in sales and marketing teams needing to develop new strategies for face-to-face communication with healthcare professionals. E-detailing has served as a valuable tool for sales representatives to engage in meaningful conversation with physicians in an interactive way, but the novelty of tablets has slowly worn off. Digital marketers must now design innovative mobile applications for the sales rep and physician relationship by implementing interactive educational tools such as augmented reality platforms.

Nuvan Dassanaik, Vice President, Lead Global Integrated Marketing, **MYLAN**

James Avallone, Director, Physician Research

MANHATTAN RESEARCH, A DECISION RESOURCES GROUP

Lindsay Rego, Expert Healthcare Consultant – Oral Care Division, **GSK**

10:45 INTEGRATING ELECTRONIC HEALTH RECORDS TECHNOLOGY INTO MOBILE APPLICATIONS FOR PHYSICIAN ENGAGEMENT

As electronic health records become more and more prevalent within physician offices and hospitals, pharmaceutical and medical device companies must offer mobile applications that can sync up to EMR platforms. Healthcare professionals prefer to use decision support tools that can seamlessly transition data from a smartphone or tablet to computers equipped with EMR systems, giving physicians the opportunity to provide patients with continued disease and therapy management. For digital marketers to stay ahead of the curve, partnerships must be formed with EMR vendors to develop brand-related mobile applications that can be integrated with mobile EMR technologies.

- The future of EHR mobile access
- Physician's ability to review, update and order prescriptions remotely
- Industry's collaborative role in EMR and branded mobile apps

Daniel Kivatinos, Co-Founder & Chief Operating Officer, **DRCHRONO**

Mobile Patient Engagement

7:50 CHAIRPERSON'S OPENING REMARKS

Robert Palmer, EVP, Managing Director, **JUICE PHARMA WORLDWIDE**

8:00 OVERCOMING HURDLES WITH THE ABUNDANCE OF MOBILE HEALTH APPLICATIONS

According to IMS Health, more than 50% of available healthcare apps have been downloaded less than 500 times while just 5 mhealth applications account for 15% of downloads in the healthcare category. Consumers must currently navigate through a maze of apps with little guidance as to the value and influence it could offer their treatment plan. Digital marketing executives are challenged with providing consumers valued and desired content while ensuring high visibility amongst an exceedingly competitive marketplace of mhealth applications.

- Tactics for gaining downloads
- Third party partnership promotion
- Social media and internet advertising
- Methods to encourage continued use

Lindsay Rego, Expert Healthcare Consultant – Oral Care Division, **GSK**

8:45 REACHING BEYOND FREQUENT MHEALTH USERS

Although there are many benefits of mobile health consumer engagement, the primary objective for the health care industry is to improve the wellbeing of consumers. A study conducted by IMS Institute for Healthcare Informatics in October of 2013 found that of the 43,000+ mobile health apps assessed, only 23,682 were classified with a legitimate health function. While fitness apps represent a large chunk of available healthcare apps on the market, the population of patients who could profit most from these emerging technologies are typically offered far fewer options. Additionally, rare, chronic and fatal diseases tend to have less available mobile health apps to assist in self-management on the market, perhaps due to the decreased audience size. However, the risks for these patients are higher and therefore the need greater. While the financial burden of managing such a disease may minimize the likelihood of these individuals to possess access to high-tech mobile platforms, there are ways to reach and essentially help improve the health of this audience.

- Assessing appropriate interaction with audience
- Engagement options in addition to smartphones
- Ensuring tactic will produce a worthwhile return

Kevin Riddleberger, Senior Director, Clinical Solutions, **ITRIAGE**

9:30 COFFEE & NETWORKING BREAK

10:00 BRIDGING THE GAP BETWEEN CONSUMER AND PROVIDER- USING MOBILE APPLICATIONS TO ENHANCE THE CLINICAL EXPERIENCE

It is now commonplace for healthcare consumers to access resources via the Internet for most aspects of the healthcare continuum. Whether it is information related to diagnosis, treatment, management or active data collection there are apps developed or being developed to capture data and return knowledge. Creating provider acceptance and efficiency by harnessing the information collected is the challenge.

- Turn patient entered information into knowledge
- Begin the clinical "visit" from the consumers mobile device
- Engage consumers with vetted, trusted apps to avoid general search overload

Don Bauman, Chief Executive Officer, **ISABEL HEALTHCARE**

10:45 PANEL DISCUSSION: DERIVING ROI FROM MOBILE CONSUMER ENGAGEMENT STRATEGIES

The burgeoning mobile health field offers pharma, device, and biotech companies a wealth of opportunities to engage with patients while providing a satisfactory return on investment for manufacturers. However, as a great deal of these corporations begin to consider mobile marketing initiatives, there is a desire for return on investment models in order ensure success and eliminate hesitancy. Due to the fact that many of these mobile applications have varying call-to-actions, there is no set measurement standard that can warrant accurate ROI statistics for companies across the board. From download quantities, focus groups, and on-demand print mobile couponing, this panel discussion will allow for multiple life science companies to share successful tactics they've utilized in order to produce accurate ROI statistics on mobile consumer engagement strategies.

- Areas for measurement in mobile applications
- Strategies for setting and collecting metrics
- Utilization of statistics to improve strategies
- Delivering on the promise of return on investment

Kevin Riddleberger, Senior Director, Clinical Solutions, **ITRIAGE**

Josephine Munis, Digital Marketing Strategist, **BECKMAN COULTER**



MOBILE ENGAGEMENT FORUM

DAY TWO | FRIDAY, MAY 16

11:30 UNSCRIPTED OPINIONS: SMALL GROUP DISCUSSIONS ON MOBILE ENGAGEMENT STRATEGIES & CHALLENGES

These small group discussions will provide a forum for the sharing of ideas and valuable networking opportunities, which are of high value to marketing executives within life science companies. The discussion topics surrounding key mobile engagement issues will be previously selected based on feedback received from attendees. Attendees are encouraged to be active participants allowing for better exchange of ideas, peer-to-peer learning and open discussion.

12:15 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

1:30 BIG DATA: USING MARKETING ANALYTICS TO IMPROVE INTERACTIONS WITH HEALTHCARE PROFESSIONALS

Marketing analytics can assist marketing executives in assessing and improving mobile content to enhance interactions with HCPs. Information can be used both to target as well as to provide more user-friendly environments to provide HCP's with content they find valuable, as well as create a cycle of continuous improvement for HCP marketing content and campaigns.

- Capturing data to target and drive high engagement activities
- Analysis of big data to assess and improve physician engagement
- Tailoring content based on individual user behavior

Alvin Lin, Associate Director, US Marketing, **ALEXION PHARMACEUTICALS**

2:15 WEARABLE TECHNOLOGY CASE STUDY: VANCIVE MEDICAL TECHNOLOGIES

- User interaction via wearable health technologies
- Understanding technology interfaces between devices
- Wearable technology health improvement capabilities
- Developing wearable devices for life the science industry

Deepak Prakash, Global Director, Marketing, Digital Health, **VANCIVE MEDICAL TECHNOLOGIES**

3:00 CLOSING REMARKS & CONFERENCE CONCLUSION

FEATURES SPEAKERS INCLUDE:



Alvin Lin
Associate Director, US Marketing
ALEXION PHARMACEUTICALS



Alvin Lin is Associate Director of US Marketing at Alexion Pharmaceuticals for SOLIRIS (eculizumab), a terminal complement inhibitor for rare hematologic diseases. In addition to developing mobile, digital, and NPP initiatives for the brand, he is also the HCP promotions lead for the PNH indication. Prior to Alexion, Alvin was at Merck within specialty therapeutic areas including infectious diseases and vaccines. He has degrees from Cornell University, Tufts School of Medicine, and MIT.



Nuvan Dassanaik
VP, Lead Global Integrated Marketing
MYLAN



Nuvan leads the Global Digital Marketing team at Mylan, that focus on integrating digital capabilities, Subject Matter Experts and best practices to go to market plans across the global. Nuvan has pharmaceutical, CPG and broad health care experience. Nuvan has won numerous digital marketing awards in the areas of UX, Mobile App and close loop marketing initiatives. Nuvan is based in Pittsburgh PA.



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