

6th Annual



Patient Adherence & Engagement Summit 2009

Two Day Conference – October 26-27 – Crowne Plaza, Philadelphia, USA



Create adherence programs that achieve a win-win-win

- // Proven multi-disciplinary strategies
- // The evolving role of the brand manager
- // Make your program a commercial success
- // Stakeholder channels & challenges
- // Building physician & pharmacist relationships

Benchmark your adherence strategies against our EXPERT SPEAKERS:



Rich Baron
Executive Director Customer Development Marketing
Boehringer Ingelheim



Steve Basiago
VP Trade Relations
Walgreens



Michael Elliott
Associate Director Patient Marketing
Genentech



Terry McInnis
Medical Director Health Policy & Advocacy
GSK



Mike Sokol
Corporate Medical Director
Merck & Co



Jason Cooper
Director, Health Analytics
CVS Caremark

Assisted by Pharma Advisory Board from Pfizer, GSK & United Healthcare



Very impressive; an appropriate balance of strategic and tactical-oriented discussions that will aid my team in crafting an action plan focused on improved patient outcomes. Marketing Director, Eli Lilly.

For further information visit www.eyeforpharma.com/pcusa

Global Sponsors



Exhibitor Sponsors



Dear Colleague...

Industry research due to be published this summer will show that most of the top 20 manufacturers have ranked patient adherence and compliance in their top 3 strategies to address over the short to mid-term future.

With so much complexity over recent years on which direction the industry should be heading, it's clear that as an industry we are ready to face this challenge by learning from one another to increase our focus and engagement at the patient-level.

In conjunction with leading industry experts, I would like to invite you to join us at the 6th Annual Patient Adherence & Engagement Summit on October 26-27 in Philadelphia, PA.

This meeting will be the cornerstone by which the industry can benchmark their adherence strategies against the leading thinkers in the space. We will develop front-line tactics along with strategic thinking to better engage with the patient to deliver the right information in the right way at the right time.

We aim to deliver an independent, unbiased platform where pharma, payors, providers and stakeholders can meet, network and learn how as an industry we can drive adherence forward in our minds and the minds of our patients.



Best regards,

Puja Pankhania

Puja Pankhania
VP North America
eyeforpharma

Follow me on LinkedIn

www.linkedin.com/in/pujapankhania

Group Search: Patient Compliance



World Class Speakers at a glance

Dan Weston

Director, External Affairs, GSK

Michael Sokol

Corporate Medical Director, Merck & Co

Rich Baron

Executive Director, Customer Marketing, Boehringer Ingelheim

Steve Basiago

VP Trade Relations, Walgreens

Michael Elliott

Associate Director, Patient Marketing, Genentech

Leslie Martin

Professor of Patient Studies, La Sierra University

Kathryn Lauren

Professor, Indiana University

Donna Moncusio

Payer Insights & Managed Care, Wyeth

Jason Cooper

Director Health Analytics, CVS Caremark

Wendy Nelson

President, Rx Canada

Avi Mukherjee

Editor-In-Chief, International Journal of Pharma & Healthcare Marketing

Ulla Connor

Director, Indiana University

Jeff Dierks

Senior Product Director, Endo Pharmaceuticals

Richard Montwill

Vice President, United Healthcare

Ray Bullman

Executive Vice President, NCPIE

Stewart Rosen

Vice President of Medical Affairs & Health Management Services Operations

Susie Newton

Project Leader, Clinical Educators

Linda Abetz-Webb MA

Adelphi Group, Senior Director
Patient-Reported Outcomes at Mapi Values

Supported by



KEYNOTE SESSION

US HEALTHCARE AND ADHERENCE Health Care Reform: Learn how changes to modernize the U.S. Healthcare system are creating a greater need for solving Patient Adherence

- // Understand the impact that non-adherence has on the \$2.7 trillion of U.S. healthcare spend forecasted for 2010.
- // Explore how modernization activities such as Health Information Technology, Medical Homes and Payment Reform could engage the provider delivery system on the issue of patient adherence on a game-changing new level.
- // Learn how insurance reform and its impact on benefit plan designs create challenges and opportunities for patient adherence.
Richard Montwill Vice President, Market Strategy, Optum Health, United Healthcare

THINK OUTSIDE THE BOX Aside from revamping health policy, reconfiguring healthcare delivery and applying every conceivable technology available, what else might we do to improve medication adherence?

- // Get a deeper understanding at medication adherence programming over the past 20 years from a patient's perspective.
- // Are our (increasing) calls for national action steps, technology application, policy changes, and payment and practice re-alignments paying off?
- // What else might we need to consider from the patient, stakeholder and industry perspective.
Ray Bullman Executive Vice President, NCPiE

ADHERENCE FROM A TO Z A holistic approach to addressing medication adherence across the lifecycle of a compound

- // Understand what key approaches to take during the drug lifecycle (including at the later stages, competitive stage and pre-launch) and what role brand marketing plays.
- // As patient behavioral change is the ultimate goal in addressing medication adherence, See where there are many touchpoints for intervention that can be addressed throughout the entire lifecycle of a brand, including actions that can be initiated during pipeline development.
- // Explore types of initiatives from large investment such as letter campaigns to smaller investment adjustments to existing promotional tactics such as revised messaging within detailing or DTC.
Rich Baron Executive Director, Customer Development Marketing, Boehringer Ingelheim

MULTI-DISCIPLINARY & PATIENT-CENTERED STRATEGIES

RIGHTING THE WRONG Get rid of your non-causal programs and implement an engaging and constructive program that engages the patient and allows you easily track your adherence program

- // Look at how metrics are being used to support targeting and segmenting strategies
- // How to ensure longitudinal data and your analytical skills are focussed on the right areas of adherence.
- // Learn how to track and monitor what incentivizes patients to take the drug and how survival curves and MPRs can provide critical evidence to when your patients will stop taking your drug.
- // How will e-prescribing and applied health monitoring shift the importance of patient information, understanding and engagement online? What you need to be doing in this space to make sure your adherence programs don't become obsolete.
Jason Cooper Director Health Analytics, CVS Caremark

ADHERENCE AS PART OF A COMMERCIAL STRATEGY How to create value through communication and co-ordination leading to better relationships with patients

- // Examine how your brand & product managers can optimize disease management programs by partnering with associations and KOLs to create a two-way dialog providing more insightful and easy-to-use information for the patient.
- // Discover the best way to reach your target patients in today's market – Examine how social media and patient-to-patient groups have louder voice than ever and how you can present your information to them in this way.
- // Learn how relationship marketing techniques can be applied to your target patients by engaging them in communication you can get an increased understanding of their expectations from the drug.
Jeff Dierks Senior Director of Products, Endo Pharmaceuticals

Impact of value-based benefit design on medication adherence and outcomes

- // Analyze the main reasons why patients are non-adherent to their medications today.
- // Review how benefit design changes, such as lowering prescription drug co-payments, can improve patients' adherence to medications for chronic conditions.
- // See how improved medication adherence can lead to better clinical outcomes for patients and financial outcomes for payors.
- // Take home specific examples from employers and health plans.
Mike Sokol Corporate Medical Director, Merck & Co

Effective patient-reported outcomes strategies to deliver evidence for payors and policy makers.

- // Exploring links between satisfaction, quality of life and adherence.
- // Considerations in developing patient reported outcomes strategies.
- // Case study examples of satisfaction/adherence based PROs for regulatory and commercial purposes.
Linda Abetz-Webb MA – Adelphi Group Senior Director, Patient-Reported Outcomes at Mapi Values

ONCOLOGY What advances are we seeing in the Oncology field and how has adherence kept up with the surge in investment in this area

- // Understanding practice patient flow and the traditional role of the practice oncology nurse in patient education and adherence
- // What are the implications of newer oral therapy introductions in chemotherapy and biotherapy/targeted agents and how do these influence adherence
- // Discuss the role professional nursing support can provide to promote adherence by, Creating the open dialog and setting expectations of therapy, Managing the side effects of therapy and appropriate follow-up
Stewart Rosen Vice President of Medical Affairs & Health Management Services Operations, Innovex
Susie Newton Project Director, Innovex

TRANSLATE HEALTH LITERACY AND ADHERENCE RESEARCH INTO PATIENT-CENTERED PROGRAMS See how a new analytical tool will enable health professionals to focus on the most effective adherence intervention strategies.

- // Discover how this tool provides the means not only to understand how interactions come together in each individual but also to position the patient as the central catalyst of adherence efforts.
- // See how patients reveal through linguistic cues each individual's motivations, orientations and defining outlooks on life that contribute to adherence.
- // Listen to case examples of how patient responses use those measurements to personalize interventions and make those interventions more effective.
Kathryn Lauten Associate Director, Indiana University
Ulla Conner Director, Indiana Center for Intercultural Communication.

PATIENT BEHAVIOR & EMOTIONS

THE PATIENT'S LIFESTYLE See how you can create 'personal' adherence programs centered on how your patient lives their lives

- // What can you do to ease the complexity of the issue – Examine how you can utilize social media, pharmacies, support groups and your own portals to support your demographics lifestyle.
- // See what diagnostics and packaging create the best response from your patients and how you can implement this into your medication process.
- // Discover how much the patient trusts pharma and what needs to be done to overcome these barriers to support the patient such as non-biased disease information and a greater understanding of your patients emotions when using the drug.

Michael Elliott Associate Director Patient Marketing, Genentech

HOLISTIC EDUCATION OF THE PATIENT – BEYOND MEDICATION

Get a deeper understanding of what the patient thinks, feels, and believes about your product and how you can engage and encourage them to take your product

- // Learn how you can understand your patient by detecting their emotional drivers and splitting them into categories to develop tailored adherence schemes designed to address each category.
- // Get past just thinking 'education' and address the root causes of your patient.
- // Understand how to build a strong, creative and on-going relationship with your patient utilizing their feedback to develop your adherence strategies.

Leslie Martin Professor of Psychology, La Sierra University

ADHERENCE PROGRAM DEVELOPMENT

What lessons can we learn from adherence program developments from the clinical and managed care perspectives and recommendations... See how to design programs that have the potential to work

- // Where marketing science and patient science meet (customer loyalty, CRM, CPL from clinical trial through patent expiry and beyond). See how we can relate this back to the patient.
- // Find out what is in the healthcare reform the second time around... what lessons are learned, what new opportunities are there to improve clinical outcomes and adherence for pharma, patient and payer.

Donna Moncusio Managed Care & Payer Insight, Wyeth

STAKEHOLDER COMMUNICATION CHANNELS & CHALLENGES

A CANADIAN PHARMACY CASE STUDY How Canada have utilized this key resource to get the right messages across at the right time leading to greater adherence on medication.

- // What pharmacy programs are the Canadian Healthcare economy engaging with and what role are Rx Canada playing in shaping the pharmacy-patient interface.
- // Learn how you can create effective knowledge share programs with the pharmacist and how you can educate them on their oral counselling techniques.
- // Discover how they leverage additional benefits programs to benefit community pharmacies and satisfy the pharmacies new prescribing power.

Wendy Nelson President, Rx Canada
Ian Lording Chief Pharmacy Officer, Rx Canada

PATIENT ADHERENCE TECHNOLOGY

What is new on the frontier to enhance patient relationships and compliance

- // Advance your strategies beyond email/call centers and move towards wider collaboration with HC professionals and advocacy groups to ensure the right information reaches the patient at the right time.
- // Unearth new technology such as SMS, Wristwatches, online nursing centers and medicine bottle timers and how you can implement these directly into your adherence strategies.
- // Determine how new market research techniques such as ethnography and neuro-physiological measurements can uncover new insights into how patients behave when under prescription.

Avi Mukherjee Editor-In-Chief, International Journal Pharmaceutical & Healthcare Marketing

PHARMACY-PATIENT RELATIONSHIP

Improve adherence through brief interventions in the community pharmacy – one patient at a time

- // Learn about a new approach that dramatically improves the effectiveness of pharmacist-patient communication about medications
- // Gain a greater understanding of how the medical system is failing patients and how that contributes to our adherence problem
- // Learn how behavioral psychology and behavioral economics play important roles in an effective adherence program
- // Understand how multiple tactics are combined to create effective programs to overcome intentional and unintentional non-adherence

Steve Basiago Vice President Trade & Relations, Walgreens

PATIENT CENTERED MEDICAL HOMES

Get the inside line on one of the hottest areas in healthcare in the US today. Learn how to co-ordinate the management of this critical area of care

- // Learn how clinical outcomes can be developed to increase the adherence rates of patients.
- // See how successful medication programs are managed and what the outcomes can be for your organization.

Terry McInnis Medical Director – Health Policy & Advocacy, GSK

INNOVATION IN ADHERENCE Learn how innovation has, and will, bring new medicines that provide hope and a future for those living with disease

- // How prevention and intervention is critical to controlling the cost of healthcare and helping people feel better.
- // Analyze what tactics you can implement that will bring new elements to your adherence programs and build future platforms for new medicines.
- // Hear what GSK are doing in promoting innovation in adherence and how you can take advantage of their lessons.

Dan Weston Director of External Advocacy, GlaxoSmithKline

THERAPEUTIC DISCUSSION ROUNDTABLES

1 // Diabetes

Diabetes is a key learning curve for many therapeutics on how to engage and relate to the patients lifestyle and treatment. In this session hear how to engage with the patients lifestyle & tailor your strategy to meet their needs.

2 // Hypertension

With the largest demographic of patients. Hear how Hypertension is a leading area for creating a flexible and dynamic adherence program which speaks to all patients.

3 // Cardiovascular

As the biggest medical problem in North America, cardiovascular adherence programs are under increasing pressure to create meaningful and effective adherence programs. Hear how they go about it.

4 // Oncology

What advances are we seeing in the oncology field and how has adherence kept up with the surge in investment in this field.

5 // Physician Relationships

Discuss what key development are happening at the front-line of adherence and what support the physician needs from Pharma.

6 // Pharmacy Relationships

As a key influencer in the compliance chain what are pharmacists doing to educate the patients and what resources can the industry provide for them.

For further info on these please visit www.eyeforpharma.com/pcusa/therapeutics

Three Simple Steps to Register Now!

Visit the website www.eyeforpharma.com/pcusa or call + 1 800 814 3459 ext 251 for more information

1

FOR PHARMA & BIOTECH COMPANIES

EARLY BIRD PRICE
(Save \$400 - Register by September 18, 2009)

STANDARD
PRICE

Gold Pass

2 Day Conference Pass, Event Recordings,
Workshops, Roundtables, Lunch,
Access to pre-event and post event networking.

\$1799

\$2199

Silver Pass

2 Day Conference Pass, Workshops, Roundtables,
Lunch, Access to pre-event and post event networking.

\$1599

\$1999

FOR SOLUTION PROVIDERS & CONSULTANTS

EARLY BIRD PRICE
(Save \$400 - Register by September 18, 2009)

STANDARD
PRICE

Gold Pass

2 Day Conference Pass, Event Recordings,
Workshops, Roundtables, Lunch,
Access to pre-event and post event networking.

\$1899

\$2299

Silver Pass

2 Day Conference Pass, Workshops, Roundtables,
Lunch, Access to pre-event and post event networking.

\$1699

\$2099

2

Mr/Mrs/Ms/Dr: First name: Last name:

Company: Position/Title:

Telephone: Fax:

Email:

Address: Postcode: Country:

I enclose a check/draft for:
(Payable to First Conferences Ltd)

Credit card number:

Please invoice my company:

Expiry date: Security number:

Purchase Order Number:

Name on card:

Please charge my credit card:

Amex Visa Mastercard

Signature:

3

FAX THIS FORM BACK TO +1 800 814 3460

TERMS & CONDITIONS Places are transferable without any charge. Cancellations before September 18, 2009 incur an administrative charge of 25%. If you cancel your registration after September 18, 2009 we will be obliged to charge the full fee. Please note - you must notify eyeforpharma in writing of a cancellation, or we will be obliged to charge the full fee. The organisers reserve the right to make changes to the programme without notice. All prices displayed are exclusive of VAT unless otherwise stated but, VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT

6th Annual



Patient Adherence & Engagement Summit 2009

Two Day Conference – October 26-27 – Crowne Plaza, Philadelphia, USA



Create adherence programs that achieve a win-win-win

Sample of last years delegates

Marketing Analytics Senior Director Abbott
Product Director, US Dermatology Wyeth
Vice President, Trade Relations Walgreens Health Services
Global Marketing Director Quintiles Transnational
Pharmaceutical Director Pricewaterhouse Coopers
Patient Adherence Director Pfizer
Senior Director, Global Patient Relations Novartis
Vice President of Medical Affairs Innovex

Vice President, External Advocacy GlaxoSmithKline
Product Manager, Cardiopulmonary Franchise Gilead Sciences
Patient Care Liason Genzyme
Vice President, Sales Cegedim Dendrite
Flomax Executive Director Boehringer Ingelheim
External Affairs Director AstraZeneca
Marketing Director Alcan Pharmaceutical Packaging
Global Industry Strategy Manager MeadWestvaco
Senior Vice President, Healthcare & Life Sciences Frost & Sullivan
Senior Product Manager Novo Nordisk

The agenda and the selection of speakers were very strong. A great opportunity to get a more complete view on a global scale. ■

IMS Health Delegate 2008

4 EASY WAYS TO REGISTER

CALL +1 800 814 3459

FAX +1 800 814 3460

EMAIL register@eyeforpharma.com

ONLINE www.eyeforpharma.com/pcusa

Visit www.eyeforpharma.com/pcusa for the latest updates



- // 200+ Delegates
- // 20 Thought-leading speakers
- // 12+ Hours worth of networking
- // Therapeutic coaching clinics