SNEAK PREVIEW

Delivering the Promised ROI

Connecting Digital Innovation, Evolving Business Models, and Customers
TREATO: GENERATING THE VOICE OF THE PATIENT ONLINE

You know your patients are online, searching for information and making treatment decisions – but do you know what they’re saying? At Treato we analyze millions of health conversations online in real time to generate the voice of the patient every day.

BIG DATA ANALYTICS OF THE SOCIAL WEB WITH TREATO

- 2 billion health related discussions
- 40,000 drugs & conditions
- 10,000s of sites, forums & blogs
- 24/7 in real-time, over time

Did you know? 23% of drug-related posts by patients are questions

WHO’S DOING THE TALKING?

According to Pew, 72% of consumers are online for health-related reasons. We took a look at the data to see who's talking.

FEMALE : MALE RATIO

4:1

ROLE

78% Patients

22% Caregivers

KEY TOPICS BEING DISCUSSED:

OHSS/PCOS
Heartburn
Rosacea
Hot flashes
Dry mouth

Tantrums
Reflux
ADHD
Stroke
Emotions i.e. “angry,” “unwell”

TOP RECENT TRENDS:

- Ebola: ↑ 1392%
- Dermatitis: ↑ 82%
- ALS: ↑ 60%
- Severe Depression: ↑ 51%
- Parkinson’s Disease: ↑ 45%

* Percentages show change in patient discussions between July and August

MOST DISCUSSIONS ABOUT SWITCHING BETWEEN THERAPIES:

Depression & Anxiety
Pain
ADHD
Cancer
Multiple Sclerosis

THE VOICE OF THE PATIENT ABOUT OBAMACARE

Obamacare was a key topic of conversation among patients in 2014, with about 20 million Americans gaining health coverage under the Affordable Care Act as of May. The map shows top states based on the percentage of online discussions about Obamacare, alongside a quick read of what topics are being discussed.

Treato offers a range of solutions to help companies access real time patient voice insights about all brands, treatments and conditions. To learn more about how accessing the voice of the patient can help you reach your business goals please visit corp.treato.com or contact us at info@treato.com

CLICK TO VIEW AS PDF
SNEAK PREVIEW
Delivering ROI
Connecting Digital Innovation, Evolving Business Models, and Customers

Digital Pharma East (DPE) is a conference dedicated to all disciplines involved in digital marketing. As the life sciences industry continues to take a global approach to its digital platforms, the Digital Pharma Series is evolving, and expanding into new regions such as China, Europe, and Latin America. We are excited to support the industry's transformation with leading-edge content and live events that provide actionable insights into new digital tools; as well as best practices to meet legal requirements, mitigate risk, and demonstrate ROI.

A more global approach creates a need to identify core competencies, capabilities, skill sets, and the ability to develop a strategy that aligns differing geographic regions, yet is flexible enough to accommodate various regulations. This evolution requires life sciences companies to change their business models to support cross-divisional alignment and collaboration.

This sneak preview at DPE provides a sample of the topics and discussions that will be a part of this year's conference. You'll hear directly from key speakers and panelists about their sessions and the discussions they are looking to engage in while at the conference.

How Computing Will Change Everything — Again
Keynote

Computing is transforming all industries. “In the next decade we must expect as much disruption in healthcare, transportation, retail, and other sectors as we have seen in media and publishing in the last 30 years,” says Steve Brown, Chief Evangelist & Futurist at Intel. Brown advocates that disruption results from three major, ongoing trends in computing including:

Small — Computing will get much smaller and cheaper, enabling every object to become smart, connected, and sensing. Intelligent wearables are constantly gathering information, which builds a picture of a patient. In the future, providers will initiate interactions with patients based on information gathered through intelligent wearables.

Big — Vast computers will process and refine data to create valuable insights and solve previously intractable problems. Patient information can be turned into wisdom if it is gathered and processed. In healthcare, giant computers will recommend individual treatment plans based on crunching vast amounts of data on peoples’ genetics, microbiome, exercise and nutritional patterns.

Natural — Computers will see and understand the world, and communicate with us in ways that are natural to us. This will allow robots to inhabit the same space as humans in a safe manner. In healthcare, this could translate into robots taking on some caregiving roles.

“Computing is going to radically change the healthcare landscape,” says Brown. “Increased computing power will provide tools to improve outcomes, reduce costs, and increase quality of care. We can’t continue to do healthcare the way it has been done in the past—it isn’t scalable—we need to use technology to do things differently.” Big disruption and change will provide opportunities for innovators, and for those who lag, serious threats.

Brown will share insights and examples of these small, big, and natural trends from various industries, and will demonstrate how some smart products will be used to deliver services that can lead to transformative experiences. Learn more about the future of digital innovation and how it can solve healthcare challenges.

ANTHONY LEE, PHD
Global Capability Development Director
AstraZeneca
Pharma Keynote: Big Data—A Digital Age Paradigm Shift in the Making

There is a tremendous amount of drug-related information readily available to patients, caregivers, and healthcare providers (HCPs).

Health-related information is continually being generated, however the information is not always high quality and often is inaccurate and misleading. Patients and HCPs are embarking on information journeys that profoundly influence care and outcomes.

“Big data represents a paradigm shift in understanding how patients, caregivers, and HCPs consume information,” says Anthony Lee. “To successfully leverage big data, enhanced analytics capabilities are need to ensure appropriate information (ie, condition, phase of disease, gender, age of patient) is delivered at the right time.”

“Life sciences companies have an important role in creating and providing useful information to patients, caregivers, and HCPs,” Lee says. “The industry needs to take a more consumer-oriented approach in how it understands the patient and HCP journey and their information needs and desires at specific times.”

Lee will share best practices on how to bridge the gap between the growing volume of data and the snail-paced growth in innovative analytics capabilities.

MALCOLM BOHM
President & CEO, Liquid Grids
Social is the New DTC

The life sciences industry is shifting toward digital and patient-directed marketing and placing less emphasis on healthcare provider marketing. In May 2014, Liquid Grids conducted a survey of how social media is used by healthcare consumers. The survey showed that 85% of respondents would publicly share their health experience on social media and that 80% of respondents share news articles about health. Additionally, 30% of all respondents had shared a personal health experience in the last three months.

“Our research has shown a correlation between healthcare and social media use,” states Malcolm Bohm. “The results of this survey further underscore how social is becoming the new DTC.”

As a part of this session, Bohm will review the opportunities to engage in social media activities, as well as review the current regulatory landscape and policies, and share examples of social media successes and failures.
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To schedule a demonstration, contact Greg Ragland at gragland@liquidgrids.com or 858-220-4069. For immediate gratification, visit our website at www.LiquidGrids.com.
GREGORY LIEF  
**Senior Director, Global Commercial Excellence & Operations, Biogen Idec**

**Pharma Keynote: Weaving Digital, Patients, Marketing, and Launch Excellence into a Successful Global Commercial Strategy**

As therapeutic areas are more complex and crowded, it is important to integrate and align company efforts to communicate effectively with key stakeholders. More than ever, marketing excellence, innovation, and an aligned global commercial strategy are necessary for success.

“Technology expands the channels customers utilize, and it is critical to weave together initiatives to deliver appropriate information, to the right people, when they need it, through the right channels,” says Gregory Lief. “To ensure a successful global commercial strategy, life sciences companies must integrate their internal teams and organizational structures to meet the evolving needs and expectations of customers, which often don’t align with traditional company organizational structures.”

At DPE, Lief will provide best practices on integrating marketing and launch excellence, with a customer focus through digital technology and innovation.

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AKASH PATHAK  
**Director, Digital Strategy, Marketing Communications, AbbVie**

**Panel: Digital Marketing and Customer-Centricity in Pharma: How is the Customer Actually Being Put in the Center of Strategy?**

Marketers are focusing on delivering value to patients, and they are starting with understanding the patient experience—what they experience, the information they seek, how they want to receive information, and what patients expect.

“For patient-centered strategies and tactics to succeed, we must use multi-channel digital approaches,” says Akash Pathak. “These approaches allow us to tailor content to patient needs, deliver content aligned with the appropriate channel, and to create synergies amongst channels to better support patients.”

“Multi-channel approaches are gaining momentum, and they require new regulatory expertise and internal approval processes,” Pathak continues. “The benefit is building better and more integrated campaigns. I’m interested in integrating mHealth into multi-channel approaches. The opportunity is in developing programs and services that ‘wrap around’ mHealth devices to support patients beyond the treatment, and how these programs improve patient outcomes.”

Pathak is participating in a Panel Discussion at Digital Pharma East that will discuss how digital marketing enables life sciences companies to put patients at the center of their marketing strategies.

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PETER JUSTASON  
**Director, **emarketing**, Purdue Pharma**

**Panel: Digital Marketing and Customer-Centricity in Pharma: How is the Customer Actually Being Put in the Center of Strategy?**

The Internet is an integral part of physicians’ practices as it allows healthcare providers (HCPs) to access up-to-date treatment and product information, and payer guidelines. As HCPs’ practices evolve, their use of online resources is expected to increase.

“We are seeing a continual rise in the importance of digital marketing for HCPs,” says Peter Justason. “Along with this investment is a shift away from promotional spending on broad awareness to more targeted HCP tactics. Media outlets that engage HCPs are highly sought after, and it’s important to work closely with your media buying team to ensure media purchases with the most impactful outlets.”

Justason is on a panel that will discuss how digital marketing puts the customer at the center of marketing efforts.
ERIK DALTON
VP, Operations, Healthcasts
Communicating Through the Physician Voice: Engaging HCPs on Their Terms

The current industry standard for engaging physicians online is passive, one-sided, and often a one-off interaction. “The current physician online interaction model measures engagement as a specific number of physician impressions, opens, visits, and clicks,” says Erik Dalton. “These interactions have no real impact in helping physicians improve patient outcomes. Concentrating on topics most relevant to physician practice, the patient populations they are treating, and the rapidly evolving world of healthcare is increasingly crucial for success.”

“Delivering content that cultivates a conversation and informs patient care decisions creates the ideal environment for industry marketers to align their messages with the practice and patient care needs of physicians,” Dalton continues.

As a part of this session, Dalton will share insights on how to leverage online educational resources to create value and drive true engagement with physicians, and how to foster ongoing physician discussions.

BARBARA SOLOMON
Director, Acquia
Track D: Digital Transformation and The Business Model

Gartner has been predicting that CMOs will spend more on IT than their CIO counterparts. Digital marketers lead the way of what Gartner calls the digitalization of business. “Digital sits at the core of all modern business processes, disrupting everything—commerce, campaigns, customer service, employee engagement, and more,” says Barbara Solomon.

Barbara is the Chair for the Digital Transformation & The Business Model track. This morning track of sessions tackle critical business operations transformations needed to meet consumer demands in the life sciences industry. The panel will discuss how to optimize digital content across tactics, the rebirth of search marketing, as well as case studies on how to institutionalize innovation in your organization, and best practices for managing global teams to ensure productivity and global compliance.

The closing roundtable features senior leaders sharing insights on how to overcome barriers for cross-divisional alignment to meet business objectives.
implemented innovative social programs. Should drive their marketing programs with innovative social tools. Attendees will meet other sectors are leading the way.

Insights into how these platforms can be leveraged by the industry and how companies in customers, develop brand loyalty, and drive key business objectives. We’ll share detailed implemented social media and other innovative platforms and tactics to engage their customers.

The regulations. Additionally, it includes industry organizations that have embraced and LinkedIn) and best practice discussions on how they are working with the industry within teams within major social media platforms (eg, Google, YouTube, Twitter, Tumblr, implementing solutions to meet their needs across the patient journey.”

This is an exciting time for the industry,” Gwee says. “Forward-thinking marketers are driving a more strategic approach to social media and innovation initiatives within life science companies, including discussions with the major social media platforms and case study discussions from pharma/biotech/device companies, as well as other sectors that excel in digital innovation and customer engagement.

“I think this is like being a part of a new era of social media,” says Goldman. “As the FDA draft guidance turns out to be,” says Jay Goldman.

“There are some questions that will hopefully be sorted out in the final guidance.”

It’s important to note that these are all clearly labeled ‘draft’ guidances and should not be implemented by anyone until the final ones have been ratified,” says Goldman. “Now is the time to start educating your colleagues about how the industry will be able to conduct itself in the social media world. It’s also a good time to begin planning activities to be implemented once the final versions arrive.”

Goldman will provide an in-depth review of the draft FDA social media guidances dealing with reporting, user-generated content, space-limited channels, and correcting third-party misinformation. He will also look at the best work in the life sciences social world on Facebook, Twitter, and YouTube.

The draft FDA social media guidance is out, and a lot MAY change. “The industry was pleasantly surprised by how permissive the FDA draft guidance turned out to be,” says Jay Goldman.

“There are some questions that will hopefully be sorted out in the final guidance.”

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**Take Aways**

Attendees will leave the event with **UNIQUE PERSPECTIVES** from experts across the life sciences industry and outside the sector.

- Be prepared for a **radical change** in healthcare the next decade
- **Increased computing power** will provide new tools that increase outcomes, reduce costs, and improve quality of care
- Gain best practices for working with **social media platforms** to engage customers and develop loyalty
- Insights on the impact of the draft FDA **social media guidance**
- **Latest updates** on all things digital in the life sciences industry
- Expand your peer network of marketing professionals

**ROB REBAK**
**Chairman and CEO, QualityHealth**
**Panel: Patient Targeting in Pharma**

Drug approvals are increasingly concentrated in specialty categories, there is pressure to enhance patient outcomes, and formulary coverage is more restrictive. These trends drive the need to leverage patient targeting strategies for conversion and adherence initiatives.

“The technologies and knowledge that enable patient targeting are developing fast,” says Rob Rebak. “Before $100MM was needed to reach 200MM people, of which less than 1% would be on target. If done correctly, marketers spend far less to reach the same audience in more effective, reliable ways.”

“The job of the marketer is changing,” Rebak says. “Marketing is getting the right patients to correctly take your drug. The environment is data-heavy, multi-channel, and ROI-oriented in a rapidly changing healthcare landscape with greater health consumerism. Marketers must engage the right patients with great content and value to deliver performance.”

Rebak is moderating a panel who will discuss overcoming hurdles in patient targeting, unique engagement models, and the potential of point of care to emerge as a channel.

**BEN WOLIN**
**Co-Founder & CEO, Everyday Health Inc.**
**Future Trends in Digital Marketing**

There is great demand to engage differently with consumers…to help them through crisis and conditions, health starts and start-overs, life changes and changes in life.

“In the future, healthcare will be continuous and connected care that requires informed decision-making and identifying risks before they happen,” says Ben Wolin. “Healthcare will require daily monitoring and adjustments based on the patient. Life sciences companies will need to market to the right person, at the right time, with the right message, and prove their marketing drives health outcomes.”

“As more data are gathered, consolidated, and aggregated, there is an opportunity to tailor the delivery of content and tools and to create more impactful engagement,” Wolin continues. “Ultimately this will lead to improved health outcomes, empowered patients, and enable providers to contribute to lower cost and more inclusive healthcare.”

Wolin will share his insights on big data and how to utilize data insights to drive not just better marketing outcomes, but a future where those efforts lead to improved health outcomes.

**FROM THE CHAIR**

Digital Pharma East

Chairing the 8th edition of Digital Pharma East is Joe Shields, who leads global multi-channel marketing at AstraZeneca.

“We are making tremendous progress in using digital tools to solve our customers’ and organizations’ problems,” says Joe Shields. “The industry is trying new things to reach and interact with customers, including mobile, social, and online networks. Even personal selling is benefitting from digital tools that enable better call planning, focused yet flexible discussions, activity tracking, and multi-channel follow up. The way we conduct business in the life sciences industry is evolving rapidly and I’m hopeful that we can move on and drop ‘digital’ from phrases such as, ‘digital marketing,’ ‘digital business solutions,’ and ‘digital strategy.’

Leaders transforming the industry’s marketing practices, face several key challenges in enhancing digital platforms. The first is the rapid speed with which customers’ needs are changing.

“Customers expect the life sciences industry to keep up,” Shields says. “There are unlimited opportunities for us to learn from consumer companies such as Apple, Amazon, and Zappos. Second, we need to ensure reliable sources of high-quality data for which we have permission to use. Data is the fuel that drives many systems in the life sciences industry, from finance to marketing to clinical trials to customer service. Data is much more valuable when it’s digital—it scales cheaply, travels faster, and interacts with other data and systems effortlessly.”

Digital Pharma East is the opportunity for forward-thinking marketers to get together and share perspectives and best practices; as well as support one another to overcome inevitable setbacks.

“We have a wide variety of speakers representing different perspectives and disciplines that make up digital marketing,” says Shields. “I hope attendees will come to DPE ready to engage with each other and the speakers.”

At this highly interactive event everyone is encouraged to ask questions and contribute to the Twitter conversation using the #DigPharm hashtag.
Don’t miss the 8th Annual DigitalPharma EAST

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The Industry is Atwitter for #DigPharm
Tweetamonials from last year’s attendees

@RickyJersey “DPE 2013 was awesome. Met some cool, smart and fun professionals. Sessions were good and the one-on-one interactions were great!”

@Jeff_Greene “7 years strong for ExL, a great run”

@JaniceJacobs44 “So much useful & interesting info and so many open, smart people”

@millennium_US “Lots of great discussions & presentations on the schedule”

@NitaNehru “Great insights & interesting research unveiled at #DigPharm”

@KevinLHicks “Enjoying Digital Pharma conference...great panel on multi-channel marketing!”

Sample of Life Science Companies Speaking at the Event
BOEHRINGER INGELHEIM \nSHIRE \nMEDTRONIC \nGLAXOSMITHKLINE \nOTSUKA PHARMA CEUTICALS \nABBVIE \nNOVARTIS \nBIOGEN IDEC \nBRISTOL-MYERS SQUIBB \nACCLARENT \nPZIER \nJOHNSON & JOHNSON \nJANSSEN PHARMA CEUTICALS \nMERCK \nELI LILLY \nAND MANY, MANY MORE!

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