



MOBILE PHARMA SUMMIT

JUNE 27-28, 2017 | NYC

At the New York Academy of Sciences @ 7 World Trade Center

CONFERENCE FOCUS: **MOBILE PHARMA BUSINESS & TECHNOLOGY**

Day One - June 27

8:00 - 9:00 am **Conference Registration Open and Welcome Breakfast**

9:00 - 9:10 am **Opening Remarks from Conference Chair**
Seth Painter, Business Development, HealthLink Dimensions

9:10 - 9:40 am **How Do You Connect... When Your Patients Are In Control?**

Everything is at our fingertips - literally. Mobile has forever changed the marketing landscape and has created patients and consumers with tremendously high expectations and dangerously short patience. Patient 3.0 wants answers on demand, when they want it, and on the device they use most - their phone. How do we keep up with this velocity of change and become brands that patients embrace instead of ads patients avoid?

James Glover, Senior Partner Lead, Google

9:40 - 10:10 am **A Pharma Marketer's Guide to Mobile Messaging**

You've seen the stats, text messages have a 99% open rate, are almost always (95%) read within 3 minutes, and have +40% response rates. So, how do you use this communications tool to instantly engage patients and drive increased ROI from your DTC advertising, CRM, and patient support programs?

Serge Loncar, Chief Executive Officer, CareSpeak

10:10 - 10:40 am **CASE STUDY: How LEO Innovation Lab is Reframing Innovation in Pharma**

LEO Innovation Lab was established by LEO Pharma as part of a long-term strategic decision to focus on patient needs. The Lab looks at all aspects of everyday life that impact a person who has a skin condition - areas like sleep, itch, diet/nutrition, anxiety, personal relationships, travel and access to medical advice.

By combining a lean-startup and growth hacking approach, the Innovation Lab builds digital health solutions in 100 days and beta tests them with the market to quickly learn about impact - in the past 18 months, the LEO Innovation Lab has built a portfolio of ~20 solutions, which it is now piloting globally.

Miron Derchansky, Head of Innovation Lab, Canada, LEO Pharma

10:40 - 11:00 am **BREAK**

11:00 - 11:30 am **OUTSIDE-INDUSTRY KEYNOTE: Design Thinking for Mobile Experiences**

This presentation will show you how Citi uses design, storytelling, and insights learned to implement a different approach to mobile strategy that creates unique and compelling experiences for Citi customers.

Stephen Gates, Global Head of Design, Citi

11:30 - 12:00 pm **Using Mobile to Shift the Way Marketing and Sales Work Together**

Mobile technology is facilitating communication in ways that we couldn't have imagined just a few years ago. Ubiquitous around the world, smart phones and tablets are enabling Sales to act with greater urgency and Marketing to be more responsive to a variety of business demands. Communications technology provides unprecedented transparency and almost instantaneous feedback, with capabilities to see how sellers interact with buyers, what content they share, and what is engaging.

Andrew Cohen, Sr. Director, Product Marketing, Seismic

12:00 - 12:30 pm **Quit Phoning It In: How to Master Mobile**

Why is it that, as consumers we're constantly on our phones...but as marketers, we often just 'check the box' for our mobile marketing efforts? Because mobile marketing isn't easy. There's mobile websites, mobile apps, and mobile email, which all require a different approach than traditional tactics. In this engaging session, we'll explore a framework for how to map audience needs, business objectives, and value to each tactic, so you and your team can successfully make the leap into mobile.

Zoe Dunn, Principal, Hale Advisors

12:30 - 1:30 pm **LUNCH**

1:30 - 2:00 pm **Post-Lunch Workshop with Second City
What Does Improv Have to do with Business?**

What do the art of improvisation and the business world have in common? Join

the world famous comedy institution The Second City as they share some of the tools of their trade that will allow you to be a better communicator, co-worker and workplace leader. Learn how to navigate the unknown and trust your own instincts during this fun, interactive introduction to the basics of improvisation.

Kate James & Tamara Nolte, Second City Works

2:00 - 2:45 pm

Words + Pictures: A Content Marketer's Guide to Mobile Content

As content marketers, we must master the art of visual storytelling. Practical tips for delivering, and optimizing content:

- Practical plan for integrating design strategy into overall strategy
- Resources for content marketers who want to work better with designers
- Examples of smart, engaging mobile content

Buddy Scalera, Sr. Director, Content Marketing, The Medicines Company

2:45 - 3:15 pm

Unlocking Mobile Medical Apps

Or: How I learned to Stop Worrying and Love Quality Systems Regulation

For years, pharma has spent a great deal of energy claiming their mobile apps are NOT mobile medical apps. What if we learned to embrace regulation as opportunity for differentiation instead of roadblock? Marketers and developers may be apprehensive about going down the regulated rabbit hole, but with the right know-how, this approach can be both manageable and highly effective.

Seth Perlman, Preisdent, The Lathe (part of ghg | greyhealth group)

3:15 - 3:35 pm

BREAK

3:35 - 4:05 pm

Emerging Technologies for Patient Engagement

A look the various categories of health technologies and startups focused on patient engagement. From the latest in connected health, digital assistants and adherence technologies to patient education and digital therapies delivered through virtual and mixed realities, all of these innovations are aimed at improving the overall patient experience.

Jim Mangione, Director, Emerging Technology & Mobile Architecture, Pfizer

4:05 - 4:35 pm

Designing For The Emotion of Healthcare

Human emotions are incredibly complex and interactions regarding our health are weighted heavily with emotion. When designing the patient journey and experience, taking emotions into account should be a key component in the

process. Hear about the application of techniques like ethnography, user testing, personas and co-collaboration that allow the designs to cater to the emotional experience of the patient. At its core, design is about understanding people. We'll share specific case study examples and learnings from several healthcare clients on what happens when designers incorporate psychology, biology, and customer insight to take a truly human-centered approach.

Lauren Krabbe, Lead Experience Architect, Effective

4:35 - 5:15 pm

PANEL: Emerging Tech and Digital Health in Pharma

- Building and enhancing patient relationships with mobile devices
- Examining the effectiveness of mobile patient services - what's working?
- Determining which emerging technologies are viable for pharma/healthcare
- Examining the role of mobile in experiential marketing strategy

Augusto Penjasoff, Digital Innovation Head, Mallinckrodt

Eric Steager, Director, Corporate Innovation, Independence Blue Cross

Meghan Brown, Director, Cognitive Technologies, Next IT Healthcare

Jorge Herrera, Digital Lead, Emerging Markets, Pfizer

5:15 - 7:00 pm

**NETWORKING DRINKS RECEPTION @ MANHATTAN PROPER
END OF DAY ONE**

Day Two - June 28

9:00 - 9:15 am

Day One Recap from Conference Chairman

Seth Painter, Business Development, HealthLink Dimensions

9:15 - 9:50 am

BMW WORKSHOP: The Power of Hello

In this day of technology, overbooked schedules and multi-tasking, we too often forget the basic common courtesies of human interaction that could lead to an exceptional customer service experience. In the luxury automotive industry, this was ever present at the end of 2016 and it became my mission to create and educate our partners around the "Power of Hello." Learn how BMW has created higher customer satisfaction and loyalty through a journey that started as a conversation and has transformed customer experience within our organization.

Jacqueline Jasionowski, Customer Experience Lead, BMW North America

9:50 - 10:25 am

Intelligence Everywhere: Chatbots, AI, and Business Transformation

A year ago, AI was a technology conversation. Today it is a business conversation layered with considerations about workforce realignment, strategic pivots, budget reallocation and user experience. This presentation

provides a common sense narrative based on practical experience on the cultural, technical and philosophical challenges of implementing AI and transforming your business.

Meghan Brown, Director, Cognitive Technologies, Next IT Healthcare

10:25 - 11:00 am **Re-Imagining Healthcare Technology & Engagement in 2017**

Dr. Joe Habboushe, MD, Physician & Entrepreneur, NYU Langone

11:00 - 11:30 am **BREAK**

11:30 - 12:00 am **CASE STUDY: Using Virtual Reality at the Point of Care**

Hear about a new 6 month pilot program that brought VR experiences to palliative patients at Mount Sinai Hospital in Toronto. Lessons learned, takeaways and future applications.

David Parker, Community Partner, Mount Sinai Hospital Toronto

12:00 - 12:30 pm **The Patient Is In**

Hearing the patient voice at all points of drug development through to commercialization brings value, saves money, and adds to the bottom line. Technology supporting the ongoing collection of these patient insights can continually inform your business decisions and help improve health outcomes

Dyan Bryson, PX Strategist, Inspired Health Strategies

12:30 - 1:00 pm **CASE STUDY: The Data Will See You Now! Patients with Cystic Fibrosis Pilot Their Own Data Sets as the Primary Stake Holders.**

CFTechnology.org represents a large community of patients with cystic fibrosis and their supporters (18000 globally). 20 members (Digital Opinion Leaders) are taking charge of their valuable data sets on 17 fronts using a customizable app created by Portable Genomics and devices such as spirometers, nebulizers and pollution detectors. The University of British Columbia (with a world class, rapid sequencing facility) will be measuring germlike variants and lung and gut microbiome. The participants having access to their data in an organized fashion, can then decide how/when/where and why to enter the discussion and various marketplaces.

Jeanne Barnett, President & Founder, CysticFibrosis.com

1:00 - 2:00 pm **LUNCH**
END OF CONFERENCE