

## **April Program**

### **MONDAY, APRIL 7, 2003**

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**SPEAKER:**

Ms. Kathy Cripps, President,  
The Council of Public Relations Firms

Mr. Glenn C. Van Deusen, Managing Director & Exec. V.P.,  
Saatchi & Saatchi Healthcare

**TOPIC:**

***What You Should Know About Changes in DTC Marketing  
Before Spending Any More of Your Marketing Budget***

DTC marketing is often attacked for a number of reasons. Many managed care payers accuse it of raising the costs of health care. The medical profession accuses it of being too frequently self-serving and misleading by not thoroughly explaining uses or side effects. And, according to a recent report from Forrester Research, the pharmaceutical industry lags behind other industries in showing an understanding of consumers in its marketing. Now, with fewer drugs in pipelines, pharmaceutical marketers can ill afford to make mistakes in the way they spend their consumer marketing dollars. Forrester's report concludes that today's challenging economy is forcing pharma marketers to more closely monitor their DTC spending, to make the most of the mix of communications channels, to try using new communications media and to be sure that the messages they communicate are effective.

This program will feature a discussion by two healthcare marketing experts on trends in DTC marketing, including the latest tactics, uses of alternative media and changes in consumer attitudes. Before joining the Council of Public Relations Firms as President, Ms. Cripps headed Hill and Knowlton's U.S. healthcare business. For 10 years prior to that, she was the founder, President and COO of the SCIENS Worldwide Public Relations division of Nelson Communications, an integrated healthcare marketing company. Mr. Van Deusen spent 15 years on the "corporate side" prior to joining Saatchi & Saatchi, marketing brands to consumers and medical professionals globally. His career includes positions at both SmithKline Beecham and Bausch & Lomb.