

April Program THURSDAY, APRIL 29, 2004

SPEAKER: **Mr. Bill Ziska**
Vice President, Life Sciences Consulting Practice
Cap Gemini Ernst & Young

TOPIC: **The Future of Pharma Marketing and Sales:**
Prescription for the Smart & Lean Pharmaceutical Company

Cap Gemini Ernst & Young recently published a research report based of a year-long global survey involving 4,000 consumers, 1,500 physicians and more than 100 pharmaceutical executives. The result indicates that the sales and marketing environment for the pharmaceutical industry is rapidly evolving. Physicians' needs, in terms of their interaction with the industry, have changed. Pharmaceutical companies are also recognizing the need to shift from exclusively targeting physicians, toward addressing the different but no less important requirements of other healthcare stakeholders, ranging from patients to government and private payers.

Bill Ziska heads large-scale, multi-disciplinary project teams with an overall focus on accomplishing organizational and operational change at Cap Gemini Ernst & Young. He specializes in the topics of Customer Relationship Management implementation revolving around call center, sales force and e-commerce strategies and implementation. Mr. Ziska is also responsible for the development of CGEY's Life Science CRM methodology and currently is a member of its Life Science Global Center of Excellence.

Based on the report, Mr. Ziska will discuss and evaluate the impact of forces driving change, consequences of change, and the challenges the pharmaceutical industry faces as it moves into the new marketplace of the future.