

WEDNESDAY, OCTOBER 10, 2012

TOPIC: **Leveraging Digital Communications Strategies across the Pharmaceutical Product Lifecycle**

SPEAKERS: **Craig Lipset**
Head, Clinical Innovation, Pfizer Inc.
Paul Savidge
VP and Assoc. Gen. Counsel, Bristol-Myers Squibb
Frank Lock
Director, Information Center, AstraZeneca

MODERATOR: **Dale Cooke**
VP, Regulatory Review, Digitas Health

Digital communications technologies are transforming the pharmaceutical product lifecycle management process, from pre-clinical research and development to product marketing and information center management. As patients, physicians and life science business professionals become more reliant on the Internet for their information needs, biopharma companies are adapting to this environment by leveraging digital tools, such as social media sites and mobile applications, to manage interactions with these stakeholders.

This program features a panel of industry experts who will share their experiences in directing digital communications strategies to support both clinical and business functions. Topics of discussion include:

- Deploying digital tools to enhance clinical trial recruitment and monitor drug performance
- Leveraging social media platforms in information centers to communicate drug information to patients and physicians and monitor issues such as adverse events and medication adherence
- Growing trends in eDetailing and mobile applications for healthcare provider engagement
- Regulatory challenges and compliance strategies for emerging digital communications

Program moderator Dale Cooke will introduce the topic with a look at recent research depicting the shifts in healthcare communications and an overview of key regulatory considerations, followed by presentations from the panelists, each focusing on a unique area of digital communications in the biopharma industry.