

PHARMACEUTICAL ORGANIZATIONAL READINESS SUMMIT

Drive Multi-Channel Innovation and Internal Collaboration

March 3, 2014

Princeton Marriott at Forrestal

SUMMIT MC:

Distinguished Faculty:



ZOE DUNN
Principal
HALE ADVISORS



BETH BENGTSON
Principal
HALE ADVISORS



DEBBIE BOTWICK
Colleague Capability Lead
Enterprise Multi-Channel
Marketing, **PFIZER**



PETE DANNENFELSER
Director, Pharmaceutical
Digital Marketing North
America, **JANSSEN**



JENNIFER De CAMARA
Assistant General
Counsel
JOHNSON & JOHNSON



CRAIG DeLARGE
Global Leader,
Multi-Channel Marketing
Strategy & Innovation,
MERCK



ILYSSA LEVINS
Founder/President
**CENTER FOR
COMMUNICATION
COMPLIANCE**



PHILOMENA MCARTHUR
Senior Director,
Regulatory & Healthcare
Compliance
JOHNSON & JOHNSON



JOHN VIEIRA
Senior Director, Global
Brand Strategy
DAIICHI SANKYO

FEATURED TOPICS:

- Define a Center of Excellence (CoE) and Determine the Impact it Has on Your Organization
- Examine the Factors Impacting the Need for a Center of Excellence and Key Performance Indicators
- Establish Team Best Practices and Define Success for a Centralized Service

- Can Commercial and Compliance See Eye to Eye?
- Determine the Value a Center of Excellence Has on Your Organization
- Drive Innovation through Knowledge Management

"PUBLISHED STUDIES ESTIMATE THAT MORE THAN \$2 MILLION IS WASTED PER EVERY 10 BRANDS ON PROMOTIONAL REWRITES WHEN THESE GROUPS AREN'T ALIGNED TO THE SAME GOALS"
- DIA GLOBAL FORUM, VOL 4, ISSUE 6

TO REGISTER Call 866-207-6528 or visit www.exlpharma.com/ORSummit

PHARMACEUTICAL ORGANIZATIONAL READINESS SUMMIT

DEAR COLLEAGUE,

In the drive to stay current, innovative and compliant, yet still deliver the best product and drive sales, the pharmaceutical industry has continuously been at a crossroads:

- How do you make the best of your opportunities for communication while accomplishing the nitty-gritty of brand operations?
- How do you take advantage of new technologies like social networking, mobile and wearable technologies while still integrating them with traditional tactics and making the most of shrinking budgets?
- How do your organizations adapt, and who is responsible for leading the transformation?

Join ExL Pharma, Hale Advisors and our distinguished faculty for an information-packed and fun day of exploring the opportunity for the pharmaceutical industry to evolve and shape organizations in this changing and challenging environment. We have priced this event to be budget-friendly and encourage you to join this discussion, ensuring that your organization has the opportunity to benchmark off industry best practices, drive further innovation and deliver results for your organization. Our event promises to be a dynamic and interactive educational experience, providing applicable and practical information for everyone in attendance to take back to their companies and implement.

We look forward to welcoming you in March.

Sincerely,

Zoe Dunn

Zoe Dunn,
Principal,
Hale Advisors

Bryon Main

Bryon Main,
President & CEO,
ExL Pharma

WHO SHOULD ATTEND:

This event has been designed for executives at pharmaceutical, biotechnology and medical device companies and their supporting agencies in the following roles:

- » Multi-Channel Marketing
- » Digital Marketing
- » Brand or Product Management
- » Regulatory Affairs
- » Legal Counsel
- » Corporate or Product Communications
- » Compliance

Sponsorship and Exhibit Opportunities

Do you want to spread the word about your organization's solutions and services to potential clients who attend this event? Take advantage of the opportunity to exhibit, present an educational session, host a networking event or distribute promotional items to attendees. ExL works closely with you to customize a package that suits all of your needs.

To learn more about these opportunities, contact;
Jayson Mercado
Head of Digital Events
212-400-6236
jmercado@exlpharma.com

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SUMMIT AGENDA, MARCH 3, 2014

8:00 REGISTRATION AND CONTINENTAL BREAKFAST

8:45 DEFINE A CENTER OF EXCELLENCE (CoE) AND DETERMINE THE IMPACT IT HAS ON YOUR ORGANIZATION

There are a lot of reasons pharmaceutical companies have established and disbanded CoEs. Together we'll define the purpose of a CoE to align our Summit participants and serve as the baseline for the day.

Zoe Dunn, *Principal*, **HALE ADVISORS**, **SUMMIT MC**

9:00 EXAMINE THE FACTORS IMPACTING THE NEED FOR A CENTER OF EXCELLENCE AND KEY PERFORMANCE INDICATORS

Using data collected during a recent executive opinion survey around CoEs to determine "what good looks like," this session examines these critical questions:

- What are components of world-class multi-channel marketing CoEs?
- What are KPIs for CoE performance and contribution?
- What are the most effective CoE organizational structures?
- What are the barriers to multi-channel marketing CoE effectiveness?

The session also covers the rationale, types and function of an effective CoE.

Craig DeLarge, *Global Leader, Multi-Channel Marketing Strategy & Innovation*, **MERCK**

10:00 NETWORKING & REFRESHMENT BREAK

10:30 DETERMINE THE VALUE A CENTER OF EXCELLENCE HAS ON YOUR ORGANIZATION

This session includes a discussion on the types of services and people that make CoEs successful and ensure value for the organization. We will discuss and address the following questions:

- What products and services can a CoE offer to an organization?
- What do organizations want from the CoE?
- What skillsets and resources are needed to ensure success?

Moderator:

John Viera, *Senior Director, Global Brand Strategy*
DAIICHI SANKYO

Participants:

Pete Dannenfelser, *Director, Pharmaceutical Digital Marketing North America*, **JANSSEN**

Debbie Botwick, *Colleague Capability Lead, Enterprise Multi-Channel Marketing*, **PFIZER**

Craig DeLarge, *Global Leader, Multi-Channel Marketing Strategy & Innovation*, **MERCK**

11:15 ESTABLISH TEAM BEST PRACTICES AND DEFINE SUCCESS FOR A CENTRALIZED SERVICE

During this dynamic session, attendees learn best practices as well as brainstorm new strategies for how to set your teams up for success and make a CoE successful inside your organization. Questions that will be answered:

- How do you appeal to your stakeholders for better utilization?

- What types of services should you provide?
- How do you deal with the challenge of global entities?

Debbie Botwick, *Colleague Capability Lead, Enterprise Multi-Channel Marketing*, **PFIZER**

12:00 NETWORKING LUNCHEON

1:15 CAN COMMERCIAL AND COMPLIANCE SEE EYE TO EYE?

Commercial and compliance functions (regulatory, legal, compliance) must work together to ensure brands successfully engage in Internet promotion and social media. Aligning these two groups leads to greater market competitiveness and reduced risk, while serving patients and advancing healthcare. A multidisciplinary team (digital marketing, legal, regulatory compliance) from Johnson & Johnson share best practices gleaned from successful collaboration. Published studies estimate that more than \$2 million is wasted per every 10 brands on promotional rewrites when these groups aren't aligned to the same goals. Learn how these experts work together to protect and grow their business.

Moderator:

Ilyssa Levins, *Founder/President*
CENTER FOR COMMUNICATION COMPLIANCE

Participants:

Pete Dannenfelser, *Director, Pharmaceutical Digital Marketing North America*, **JANSSEN**

Philomena McArthur, *Senior Director, Regulatory & Healthcare Compliance*, **JOHNSON & JOHNSON**

Jennifer De Camara, *Assistant General Counsel*
JOHNSON & JOHNSON

2:30 DRIVE INNOVATION THROUGH KNOWLEDGE MANAGEMENT

Managing knowledge is one of the keys to ensuring an organization is ready for innovation and change. Organizations need to establish a baseline of understanding about internal and external best practices, celebrate successes and learnings from failures, and create guidelines for processes to streamline strategic opportunity development. During this session, attendees uncover answers to the following:

- How is your organization addressing knowledge management to ensure a standard of performance across the teams?
- Where do you go to gather and share knowledge and how do you use internal platforms to greatest effect?

Beth Bengtson, *Principal*, **HALE ADVISORS**

3:15 NETWORKING & REFRESHMENT BREAK

3:45 BECOMING AGENTS OF CHANGE

In this interactive session, we'll review what we've learned during the day, discuss additional barriers to success and explore what it will take to implement these changes in your organizations.


Zoe Dunn, *Principal*, **HALE ADVISORS**

4:15 SUMMIT CONCLUDES


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REGISTRATION INFORMATION

WAYS TO REGISTER

 ExL Events, Inc.
494 8th Ave, Fourth Floor
New York, NY 10001

 866-207-6528

 888-221-6750

 www.exlpharma.com/ORsummit

 registration@exlpharma.com

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Pharmaceutical, Biotech, Medical Device Manufacturer Rate

\$495

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VENUE:

PRINCETON MARRIOTT AT FORRESTAL

100 College Road East
Princeton, NJ 08540
Phone: 609-452-7800



Standing out among impressive hotels in Princeton, NJ, Princeton Marriott at Forrestal tops the list for upscale hotels and conference centers. As a centrally located Princeton hotel, the Marriott is minutes from Princeton University on 25 scenic, wooded acres near Plainsboro, NJ. Featuring one of the area's top day spas, our Princeton, NJ, hotel offers all of the amenities of a typical resort, including a health club, swimming pool, jogging trail, indoor tennis and recreational facilities, and 35,000 square feet of modern meeting space. Impeccable service and accommodations make us a top choice among business and social events, weddings and receptions.

To make reservations please call Marriott Reservations at **1-800-228-9290** and request the negotiated rate for "ExL's March Meeting."

The group rate is available until February 10, 2014. Please book your room early as rooms available at this rate are limited.

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