

eMarketing Thought Leader Panel



Philadelphia, February 9, 2010

Our Panel

- **Joe Shields - Pfizer**
- **Dennis Urbaniak – Sanofi-Aventis**
- **Louis Sanquini – Meda Pharmaceuticals**
- **Nan Forte – WebMD**
- **Bob Brooks – WEGO Health**
- **Paul Ivans - Evolution Road**



Panel Discussion

**Quick Intro and
Some “Thought-Provoking-Thoughts”**

Your Questions





Joe Shields
Product Director, Enbrel

- **Will more specialty products lead to less disciplined marketing?**
- **What is the purpose of an office visit?**
- **How many friends are too many?**
- **What will catch up to social media sooner:
1) FDA guidance or 2) pharma's internal
review & approval processes?**



- **Customer behaviors don't follow internal planning processes, marketing strategies and tactics tied to calendars will fail.**
- **“Channel” experts will always be trumped by “Content and Analytics” experts. Always.**





Louis Sanquini
Director, Allergy Franchise
Meda Pharmaceuticals

- **Typically, non personal tactics, such as e-detailing, email and KOL webinars are sold based on “touches.” Do touches really move the needle?**
- **Integration of physician and consumer programming is an age old topic of discussion. What does this really mean? Why don't we have more agencies and vendors pitching integrated programming ?**





Nan-Kirsten Forte Executive Vice President, WebMD Consumer Health

The 5 “L’s” of the next decade:

- ❑ Personal
- ❑ Social
- ❑ Mobile
- ❑ Local
- ❑ Global

Follow the “...ments”

- ❑ Movement
- ❑ Acknowledgement
- ❑ Engagement
- ❑ Involvement
- ❑ Edutainment
- ❑ Enlightenment
- ❑ Comment
- ❑ Alignment
- ❑ Measurement
- ❑ Fulfillment





Bob Brooks

VP Product Development - WEGO

**Former Director of Integrated
Marketing & Media at GSK**

Internet ≠ DM

- **Too often we are focused only on Direct Marketing measurements. Online promotional programs should be applied to all stages of the customer relationship**
- **DM measurement is an important bottom-of-the-funnel metric, but internal measurement initiatives need to identify the value of awareness and engagement programs that build brands.**

Social Media promotional programs can:

- **Provide mass reach**
- **Fit within current regulatory and legal guidelines**

Change in eTeam and Brand Team structure will increase eBudgets

- **eMarketers need to infiltrate from within brand teams**
- **Pharma is ready to change the mix**
- **Centers of excellence = islands of small budgets**





Paul Ivans
President & CEO

Figure Out What Works & Scale Up to Drive Topline

- ✓ First to determine whether...how well...what parts...when your marketing innovation is working
- ✓ Don't be afraid to find out, as you can't optimize and scale if you don't know
- ✓ Innovation needs to drive topline sales to matter

Engage in Social, Video & especially MOBILE

- ✓ Continue your efforts with online video & social
- ✓ Increase focus on mobile...apps + devices



Your Questions...Your Thought Leader Panel

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