

Digital Pharma Innovation Week

Agenda at a Glance - Thursday, October 29 EDT

PLENARY SESSIONS	
29-Oct	
9:30AM - 10:00AM	Networking in Lounge and Partner Hall
10:00AM - 10:05AM	Chairperson Opening Remarks Zoe Dunn, <i>President & CEO, Hale Advisors</i>
10:05AM - 10:30AM	Keynote Katie Couric, <i>Award-winning journalist and Co-Founder of Katie Couric Media and Stand Up To Cancer</i> Claire E. Mulhearn, <i>Associate Vice President, Enterprise Communications Global Head of Health Communications & Engagement, Merck</i> Beth Bulik, <i>Senior Editor, Fierce Pharma Marketing</i>
10:35AM - 11:15AM	Panel: The Doctor Will Zoom You Now. But Where Does Pharma Fit in Telehealth? Russ Barrans, <i>Chief Commercial Officer, Evofem Bioscience</i> Charles Castano, <i>Vice President, Global Head of Digital, Sanofi Genzyme</i> Mark Plinio, <i>Chief Commercial Officer, Ironwood Pharmaceuticals</i> Beth Bulik, <i>Senior Editor, Fierce Pharma Marketing</i>
11:15AM - 11:30AM	Networking in Lounge and Partner Hall
11:30AM - 12:15PM	Panel: Cancer Marketing Today: From Blockbuster Budgets to Social Media Awareness Carly Helfand, <i>Executive Editor, Fierce Pharma</i> Roni Chase, <i>Vice President, Global Marketing Lilly Oncology, Eli Lilly</i> Pallavi Garg, <i>Vice President, Head of U.S. Marketing, Oncology, Takeda</i>
12:15PM - 12:30PM	Meet the Fierce Pharma Marketing Winners
12:30PM - 1:00PM	Networking in Lounge and Partner Hall
DEEP DIVE SESSIONS	
29-Oct	
OMNICHANNEL ENGAGEMENT	
1:00PM - 1:10PM	Omnichannel Engagement Chairperson Opening Remarks Clay Romweber, <i>EVP, Chief Growth Officer, BioPharm Communications LLC</i>
1:10PM - 1:55PM	Content is King: Best Practices for Creating Relevant Content Across Channels Elaine Gamble, <i>Head/Director, Digital Engagement Strategy, Otsuka</i> Nick Bartolomeo, <i>Head of Media and Performance Marketing, Fingerpaint</i> Marie-Mistral Fruit, <i>Chief Marketing & Innovation Officer, Viseven</i> Lou Marcinczyk, <i>Executive Director, Head Worldwide Omni Channel Experience, Bristol Myers Squibb</i>
2:00PM - 2:25PM	The Evolving Roles of Marketing and Sales in HCP Omnichannel Communication Barry Winn, <i>Vice President, Omnichannel Strategy, BioPharm Communications</i>
2:25PM - 2:45PM	Networking in Lounge and Partner Hall Zoom Rooms - Omnichannel Engagement Focus  Pandora Leaning on Sound: AudiOM for Relaxation
2:45PM - 3:10PM	Accelerating the Shift to Omnichannel Derek Choy, <i>Co-founder & President, Aktana</i>
3:15PM - 4:00PM	Evaluate, Adapt, Achieve: Creating a Pathway to Omnichannel Fluency Leigh Householder, <i>EVP / Managing Director, Omnichannel Strategy, Syneos Health</i> Ana Wilkinson, <i>Director, Omnichannel CRM Marketing Operations, Amgen</i> Kartik Shukla, <i>Senior Director, Iron Franchise & Oncology, Daiichi Sankyo</i> Joshua Prabhakar, <i>Vice President Marketing, Dova Pharmaceuticals</i>
4:00PM - 4:05PM	Chairperson Closing Remarks Clay Romweber, <i>EVP, Chief Growth Officer, BioPharm Communications LLC</i>
4:05PM - 4:35PM	Networking in Lounge and Partner Hall