

# SOCIAL COMMUNICATIONS & HEALTHCARE

Case Studies & Roundtables  
JULY 23, 2009



[Speakers & Roundtable Topics](#)

## Case Study Presenters



**Case Study: CDC Integrates Social Media into the Novel H1N1 Pandemic Communications Strategy**  
**Presented by: Ann Aiken, Health Communications Specialist, Center for Disease Control (CDC)**

Ann will discuss how the CDC embraced social media tools including [Twitter](#), [online video](#), and [widgets](#) to keep people updated on the latest developments.



**Case Study: Pfizer's Social Media Strategy**

**Presented by: Ray Kerins, Vice President/Worldwide Communications, Pfizer Inc.**

Ray will share how the world's largest Pharmaceutical company embraces social media as a critical channel for its global communications strategy.



**Case Study: McNeil Pediatrics Creates Online Communities: [ADHD Moms™](#) and [ADHD Allies™](#) on Facebook**

**Presented by: Tricia Geoghegan, Communications Lead, Neurology and ADHD, McNeil Pediatrics, a division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., Johnson and Johnson Pharmaceutical Services, inc.**

Tricia will share how McNeil Pediatrics created vibrant communities of over 17,000 fans on Facebook. The purpose of ADHD Moms and ADHD Allies is to provide assistance in coping with issues that result from Attention Deficit Hyperactivity Disorder. Tricia will also discuss key learnings from launching both Facebook communities.



**Case Study: WHITTMANHART uses consumer insights to drive social in healthcare**

**Presented by: Tara Deville, Director of Media, WHITTMANHART & Kevin French, Group Account Director, WHITTMANHART**

Kevin and Tara will share how applying some lessons learned from WHITTMANHART's cross-industry experience led to using consumer insights to drive how they engage in social with their healthcare clients. They will discuss how social media can be incorporated into innovative social structures to help brands connect with target audiences.



**Case Study: Powering Word-Of-Mouth With Social Communications**

**Presented by: Andrew Levitt, Founder & CEO, HealthTalker & Nigel Roth, Independent marketing research consultant**

**Andy, a 13 year veteran of the pharmaceutical and biotechnology industry, together with Nigel Roth, will share experiences and lessons learned from helping Fortune 100 healthcare brands create and execute innovative word-of-mouth marketing programs that embrace the social web as an integral platform for communications.**



**Case Study: Healthcare 3.0: Leveraging the Power of Connectivity and Collaboration within the Professional Medical Community**

**Presented by: Aaron Krinsky, CEO & Co-Founder, VeoMed**

**Walking through Multiple Client Case Studies and Discussing the Future of Social Communications and Healthcare**



**Case Study: Healthcare & Social Media: The Rules of the Game**

**Presented by: Jonathan Richman, Author, *Dose of Digital***

**Before jumping into social media, it's important to understand the rules of the game. We have determined that there are five basic principles that every pharma or healthcare brand must follow in order to get started in social media. Following these principles will tell you what to do and what not to do in order ensure you win over your customers instead of chasing them away. The five principles are: Be Aware, Not Afraid, Monitor and Get Involved, All**

About E.V.E., Prepare to Surrender Control, and It's Not About You.

## Roundtable Moderators & Topics



**Ann Aiken, Health Communications Specialist, Center for Disease Control (CDC)**

**Roundtable Topic: Going Viral for Health: Engaging Audiences with Social Media to Encourage Health Advocacy and Expand Your Reach**

**Bio:** Ann Aiken, MA works for the Centers for Disease Control and Prevention (CDC) in health marketing on the Interactive Media Team. She leads the new media research activities and works to develop innovative health communications products that engage users and expand the reach of CDC's science. Additionally, she recently began leading the social media strategy for CDC's emergency communications responses, including the novel H1N1 pandemic. Before working for CDC, she spent two years in the U.S. Peace Corps, working for the Jamaican Ministry of Health and the Kingston and St. Andrew Health Department. She holds Bachelor of Arts degrees in journalism and political science and a Master of Arts in communications, with an emphasis in health communications.



**Christina Blodgett, Director of Customer Relations and Operations, BlogTalkRadio**

**Roundtable Topic: Conversational Marketing for Healthcare 2.0: How You Can Integrate Best Practices for Social Media in Your Outreach and Communication Strategies**

**Bio:** Christina Blodgett is the Director of Customer Relations and Operations for BlogTalkRadio, where she manages and oversees relationships with individual hosts and clients including the Pentagon, Sun Microsystems, Woman's Day magazine, Century 21, and Wal-Mart. She also manages an outreach and marketing team dedicated to building new audiences for BlogTalkRadio, using web 2.0 marketing strategies and viral marketing within Facebook, Myspace, Ning, and Twitter. Prior to starting at BlogTalkRadio, she worked as the Director of Client Services and Consulting at Patron Technology, where she managed a department that provided support and training to over 1,300 clients. In addition, she consulted organizations including the Victoria & Albert Museum, Alvin Ailey Dance Theater, and the Los Angeles County Museum of Art on developing and executing long-term e-marketing strategies. Christina has a B.A. in English from Yale University and lives in Connecticut.



**Tom Chandy, President & Co-Founder, VeoMed**

**Roundtable Topic: Utilizing a Social Communication Platform as a Business Solution for Medical Marketers**

**Bio:** *Thomas is a technology project manager and designer with expertise in building complex web applications for the medical field. In 2006, Thomas founded Travancore LLC, which has built interactive web-based tools and applications for Harvard Medical School, Harvard's Care Group, Pocket Medicine inc., and Wikidoc.org*



**Nick Dawson, Director of Revenue Cycle, Bon Secours Health System**

**Roundtable Topic: Hospitals & Social Media - Establishing Two Way Communication for Employee Engagement, Patient Advocacy and Physician Satisfaction**

**Bio:** *Nick Dawson bridges the gap between healthcare operations and social media. With more than 12 years experience in hospital operations, he understands what makes healthcare tick. Currently Nick is the Director of Revenue Cycle for a 14 hospital system, he has also worked for other multi-hospital systems, and consulted with McKesson's Provider Technologies. As a self-professed geek, Nick has earned his stripes as an active user of social media tools; writing about healthcare and process improvement. His unique understanding of both healthcare and deeply networked groups enables him to help organizations with customer service and operational improvements across the country. Nick understands that it is all about connecting people, not just the tools. He believes in helping organizations grow their relationships with employees, patients and physicians by encouraging the conversation to take place online. Nick is a member of the Healthcare Financial Management Association and can frequently be found posting about healthcare and cooking on his blog, twitter and facebook.*



**Matt DeLoca, Senior Vice President, Sales & Marketing, The FeedRoom**

**Roundtable Topic: Best Practices for Web Video as a Key Component of your Social Media Strategy**

**Bio:** A 19-year veteran of the media technology space, Matt heads up Sales, Marketing, and New Business Development for The FeedRoom, a leading provider of full-service Web Video solutions for corporations, media companies, and government agencies. Under his guidance, the Company has grown revenues over 30% annually, adding to their roster of blue-chip customers such as HP, Intel, DirecTV, Coldwell Banker, Bristol Myers-Squibb, American Express and The New York Times. In the past year, the Company's sales into the corporate and government marketplace have more than doubled, with the Company now servicing 18 Fortune 500 companies, and 5 federal agencies. He continues to drive the Company's strategy by focusing in on strong customer service and building strategic relationships with key industry partners in the US and abroad. Matt began his career at Apple, Inc., supporting sales and business development in the Media & Entertainment Division, where he was responsible for Apple's strategic relationships with key broadcast, advertising, and publishing companies in New York City, including Viacom, Omnicom, and Conde Nast. He was the company's top-ranked US Salesperson in 1992, generating more than \$17M in revenues. His deep experience in Digital Media at Apple led him to Cinebase Software, a Digital Asset Management pioneer later acquired by Corbis, where he was Director of Sales for the Eastern US and Europe. In 1999, Matt joined video search pioneer Virage, Inc., opening their New York facility and leading the Company's sales efforts in the Eastern US. Matt has spoken at numerous industry events, including Video On the Net, Business Smart Tools, The Streaming Media Conferences, DestinationCRM, and The Business Development Institute Conferences. Past speaking engagements have included seminars and press conferences for Virage, and various product announcements for Apple. Matt holds a Bachelor of Science in Mechanical Engineering from Bucknell University. He resides in Short Hills, NJ with his wife Julie, son Ray, and daughter Olivia.



**Laurie Eimers, Account Executive, Healthcare, MultiVu, a PR Newswire Company**

**Roundtable Topic: Enhancing Your Traditional Press Release with Multimedia and Social Media Networking Tools**

**Bio:** Laurie Eimers is an Account Executive for the healthcare team at MultiVu, a PR Newswire company. Laurie has 10 year webcast background, as well as 10 years of hospital experience. As a member of the MultiVu healthcare team, Laurie works with companies of all sizes, providing consultative guidance to companies looking to make themselves known to their audience, whether is be via television, radio, web, retail or other methods. Laurie also helped launch the PR Newswire/MultiVu twitter team. Join Laurie on LinkedIn: <http://www.linkedin.com/in/leimers>



**Tobi Elkin, Writer/Editor, eMarketer**

**Roundtable Topic: Avoiding the Pitfalls of Social Media**

**Bio:** Tobi Elkin is a writer/editor at eMarketer where she creates original content for subscribers that includes interviews with digital media and marketing executives. Prior to joining eMarketer in November 2008, she was a freelance writer, editor and content consultant for multimedia companies such as Ask.com, AOL, FirstWivesWorld.com and Fox Interactive Media. She's covered the business of digital marketing, media and

advertising, along with the technology marketing as a reporter, editor and columnist/blogger at MediaPost Communications, Advertising Age and Brandweek. Tobi has served as a moderator at marketing and interactive conferences and has commented on popular culture, media and advertising trends for broadcast and cable outlets. She began her career in journalism at the Associated Press.



**Michael Fleming, Senior Director, Social Media, GlaxoSmithKline**

**Roundtable Topic: Social Media and Pharma: Is there Really a "Right" Way?**

**Bio:** As head of new and social media communications for GSK US Pharmaceuticals, Fleming is charged with spearheading exploration and adoption of social media across both product marketing and corporate communications. He leads the team that recently launched the new GSK blog, "More than Medicine" and the company's foray into Twitter. Previously, Fleming oversaw US product communications at GSK, leading development of innovative entertainment and sports marketing partnerships. Prior to joining GSK, he held positions in global marketing, public affairs and operations at Searle and DuPont Pharmaceuticals. Earlier in his career, Fleming was a senior aide to a US Senator and he continues to be active in politics and civic affairs. He is a graduate of the University of Delaware and the Johns Hopkins School of Advanced International Studies.



**Tricia Geoghegan, Communications Lead, Neurology and ADHD, McNeil Pediatrics, a division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., Johnson and Johnson Pharmaceutical Services, inc.**

**Roundtable Topic: Building Awareness for Sustainable User Engagement in Pharmaceutical Social Media**

**Bio:** Tricia currently supports product and disease awareness communications for the Central Nervous System franchise of Ortho-McNeil-Janssen Pharmaceuticals, Inc., including global product communications in Neurology and ADHD. Tricia has spent the last 10 of her 25 years as a communications professional in healthcare, including global R&D and product communications at Sanofi-Aventis. Tricia is a second-generation journalist whose career began in a newsroom down the shore in New Jersey. She moved to corporate communications at AT&T, where she created the company's first global publication for retirees, produced annual reports and handled high-tech and environmental issues management and media relations. Tricia's current social media work includes managing two Facebook communities and sharing her learnings across the company as part of the Johnson and Johnson Corporate Social Communications Council.



**Shwen Gwee, Corporate Communications, Vertex Pharmaceuticals & Founder, Social Pharmer Network**

**Roundtable Topic: Getting Started in a "Socially Challenged" World: Strategies and Best Practices for Initiating Social Media Programs in Pharma/Healthcare**

**Bio:** *Shwen is part of the Corporate Communications group at Vertex Pharmaceuticals, where he leads New Media Communications and focuses on New/Social Media, Web 2.0, and Health 2.0. He develops and implements digital strategies in support of Marketing and Communications initiatives, oversees the overall digital strategy, and establishes/maintains key relationships with new media publishers and "new influencers". Shwen frequently presents at industry events on New/Social Media and advises various industry-related organizations on their social media strategies. For 2009, he will chair the annual Digital Pharma conference and sits on the advisory board for IAmBiotech.org. Shwen also hosts the Med 2.0 Blog & Podcast ([med20.com](http://med20.com)), and is the founder of the Social Pharmer Network and Unconference (SocialPharmer.com) -- a network for new and social media in pharma and healthcare.*



**David Harlow, The Harlow Group LLC**

**Roundtable Topic: The Lawyers don't Always say No: Bringing Legal into Health Care Social Media Strategic Planning**

**Bio:** *David Harlow is a health care lawyer, consultant and blogger from Boston, Massachusetts. He has over twenty years' experience in the public and private sectors, which affords him a unique perspective on legal, policy and business issues facing the health care community. Over the years, David's clients have included a broad range of health care providers and related businesses ranging from small physician practices to academic medical centers to diagnostic imaging centers to managed care organizations. Before founding The Harlow Group, David was a partner in a mid-size Boston law firm; prior to that, he served as Deputy General Counsel of the Massachusetts Department of Public Health. His blog, [HealthBlawg](http://HealthBlawg), is recognized as a leading health care law and policy blog, he tweets [@healthblawg](https://twitter.com/healthblawg), and he is frequently quoted and featured in the legal, business, health care and general press.*



**Rob Jekielek, Principal, Reputation Institute**

**Roundtable Topic: How can Social Media Analysis be Integrated into Broader Reputation Management Systems?**

**Bio:** *Rob Jekielek is a principal with Reputation Institute. Since joining RI he has led reputation consulting projects for multinational companies in Pharmaceuticals, Consumer Goods, Banking, Financial Services, and Energy. Rob also leads Reputation Institute's media reputation insight efforts. Before coming to Reputation Institute, Rob held consulting positions at a leading global media analysis firm and KPMG Consulting*



(now Bearing Point). Rob delivered strategic consulting projects around the world, including engagements with PWC, De Beers, Allianz Group, World Economic Forum, U.S. State Department, and Government of South Africa. Rob holds a Bachelor of Commerce in International Business and Management Science from the University of Alberta.



**Fard Johnmar, M.A., Founder, Envision Solutions**

**Roundtable Topic: Moving from Excitement to Execution: How to Anticipate & Manage the Tough Conversations & Avoid Setbacks in Your Quest to Integrate a Solid Social Strategy Within Your Organization**

**Bio:** Fard Johnmar, M.A., founder of Envision Solutions, has extensive experience in the healthcare marketing communications arena. He has developed and implemented programs for numerous major global and domestic pharmaceutical companies, nonprofits, medical associations and government organizations. Pfizer Inc., Eli Lilly and Company, the Centers for Disease Control and Prevention, Novartis Pharmaceuticals and the International Society on Hypertension in Blacks are just a few of the organizations he has completed engagements with. Mr. Johnmar has special expertise in cardiovascular disease, mental health, infectious disease, oncology, social media communications, public health and health policy. He holds a Master of Arts degree from New York University's well-regarded Gallatin School of Individualized Study in communications and health policy. He completed his undergraduate degree at Amherst College where he earned a B.A. in jazz ethnomusicology with additional concentrations in pre-medical studies and political science. Mr. Johnmar writes regularly on healthcare marketing, policy and related subjects for [Know More Media](#) (KMM), a leading global business blogging network and other publications. His blog on KMM, [HealthCareVox](#), was recognized as one of the world's top 50 English-language health blogs by [edruqsearch.com](#).



**Raymond Kerins, Vice President/Worldwide Communications, Pfizer Inc.**

**Roundtable Topic: Lessons Learned from Pfizer's Social Media Initiatives**

**Bio:** As Vice President in the worldwide communications department of Pfizer Inc. (NYSE: PFE), Ray oversees all strategy and execution of the Company's global media relations programs. He is directly responsible for handling top-tier domestic and international news media company-wide. Ray is the chief spokesperson for Pfizer. He manages the company's media relations department and function, including communications programs for executives, crisis and issues management, financial and products communications, as well as, corporate philanthropy and human resource initiatives. He provides senior communications counsel to various members of the executive leadership team including the presidents of the various divisions, general counsel, CEO and other senior public affairs members globally. Ray develops and oversees multi-year communications programs, including a fully integrated communications program for executive committee members. The programs includes media relations, speaking engagements, thought pieces and company sponsored events, such as, shareholder meetings and quarterly analysts/media calls. He works with policy, legal, regulatory, investor relations, marketing, sales and internal communications to ensure a consistent and appropriate message platform. Prior to Pfizer, was Executive Director in the public affairs department of Merck & Co., Inc. He oversaw all strategy and execution of the Company's global media relations programs and

was directly responsible for handling top-tier domestic and international news media company-wide. Prior to joining Merck, Ray was executive vice president/managing director of both the corporate communications & media relations practices for GCI Group, a top-ten global PR firm and subsidiary of WPP Group Inc. Prior to his tenure at GCI Group, Ray was a manager in the media relations department of Porter Novelli, another top-ten global PR firm and subsidiary of Omnicom Group Inc. Ray is the recipient of many company and industry honors and awards. He was the first-ever recipient of both the GCI Spirit Award and the Porter Novelli International Excellence Award, now annual global awards. His industry honors include two PR Week awards, two CIPRA awards, three Sabre awards and a Mercury Award. Ray is a frequent speaker at industry conferences and has given presentations for the International Association of Business Communicators, Conference Board, The Wall Street Journal, Bulldog Reporter, Northwestern Medill School of Journalism, Syracuse Newhouse School of Journalism, Pharmaceutical PR & Communications Summit, PRSA and PRSA Health Academy. He is a member of the New York Press Club and National Investor Relations Institute and is a New York state-certified firefighter. Ray holds a Master of Science degree and Bachelor of Arts degree from Iona College.



**Andy Levitt, Founder and CEO, HealthTalker**

### **Roundtable Topic: Mobilizing & Engaging Patients/Caregivers Using Social Communications**

**Bio:** Andrew Levitt created the idea behind HealthTalker, and is responsible for operations, and for the sales and marketing for the company. Andy spent 13 years working for large and small pharmaceutical and biotechnology companies, including Schering Plough, Johnson & Johnson, Praecis and Genzyme Corporation. During his tenure, he enjoyed increasing levels of sales, marketing and management responsibility. Andy was an early direct-to-consumer advertising pioneer, working on the popular allergy medication, Claritin, from 1997-1999. Since then, he has marketed several other prescription products, both to consumers and to healthcare providers. He has extensive experience using the Internet as a powerful tool to help consumers find the information they need to better understand their condition and be more informed when speaking with a healthcare professional. Andy earned a Bachelor of Arts degree from Emory University in 1992, and a Masters of Business Administration from the Stern School of Business at New York University in 2001. He lives in Davis Square with his wife and their dog, Yawkey.



**Clifford Mintz, Ph.D., Co-Founder, BioCrowd**

### **Roundtable Topic: Social Media and the Life Sciences: Building a Social Networking Site for BioProfessionals**

**Bio:** Clifford S. Mintz, Ph.D. has an extensive background in biopharmaceutical drug development, biotechnology training and bioscience career development. Dr. Mintz has held a variety of positions including stints as a medical school professor, professional recruiter management consultant and medical/science writer. Cliff is the founder of BioInsights ([www.bioinsights.com](http://www.bioinsights.com)) a biopharmaceutical education and training organization, a co-founder of BioCrowd ([www.biocrowd.com](http://www.biocrowd.com)) a social networking and career development website for bioprofessionals and author of BioJobBlog ([www.biojobblog.com](http://www.biojobblog.com)). He teaches product development and regulatory affairs in several biotechnology training programs and is an Adjunct Professor in the Department of Biochemistry and Molecular Biology at Georgetown Medical School. Dr. Mintz has been invited speaker at numerous symposia and bioscience meetings focused on social media, career development and education and training. Cliff received a B.S. in microbiology/animal science from Cornell University, a

*Ph.D. in Bacteriology from the University of Wisconsin-Madison and performed his post-doctoral studies at Oregon Health Sciences University and the College of Physicians & Surgeons, Columbia University.*



**Mario R. Nacinovich Jr., Editor-in-Chief, Journal of Communication in Healthcare**

**Roundtable Topic: 60% of e-patients say they or someone they know has been helped by following information found on the internet. Where are we missing the opportunity to get in on this conversation?**

**Bio:** *Mr. Nacinovich is the Editor-in-Chief of the Journal of Communication in Healthcare and VP of Strategic Planning and Business Development for QD Healthcare Group. He previously served as Chief Growth Officer for Caudex Medical, Co-CEO for Fission Communications, VP, Strategic Planning, Director of Business Development and VP of Ophthalmology at Ventiv Health Communications. Mr. Nacinovich began his career in 1994 at Merck & Co., Inc. and served in various sales and marketing roles. Mario has presented and moderated several executive panel discussions at many national and international conferences, contributor to numerous articles, roundtables and publications. He holds an undergraduate degree in Managerial Science with minors in Economics and Psychology from Manhattan College. He is currently pursuing his Master of Science degree in Health Communication from Boston University. He holds graduate certificates in Strategic Marketing for the Healthcare Industry Executive Education program from the Kellogg Graduate School of Management from Northwestern University and in Political Journalism from The Fund for American Studies at Georgetown University.*



**Terry Nugent, Vice President Marketing, Medical Marketing Service, Inc. (MMS)**

**Roundtable Topic: Fueling Social Networking with Email Marketing and Other Promotional Techniques to Healthcare Professionals**

**Bio:** *Terry Nugent has over 30 years of experience in healthcare professional direct marketing at the American Medical Association (AMA) and (since 1989) Medical Marketing Service, Inc. (MMS), where his responsibilities encompass list management, advertising, marketing, promotion, and client professional development. He is a Past President of the Midwest Healthcare Marketing Association (MHMA), Co-Chair of the Healthcare Communications and Marketing Council (HCMA) Midwest Regional Forum, a member of the Direct Marketing Association (DMA) and the Email Experience Council (eec) Speaker's Bureau. His work has been published by industry journals including Medical Marketing and Media, PharmaVoice, Medical Meetings, and the Healthcare Marketer's Exchange. He has an MBA in Marketing from Loyola University of Chicago and an undergraduate degree in Advertising from Marquette University.*



**Michael Parks, President, Pitch360 Incorporated**

**Roundtable Topic: Committing to Success: Establishing the Right Team and Policies to Create a Winning Social Media Strategy**

**Bio:** *Michael is the President of Pitch360 Incorporated, a strategic publicity and public relations consultancy that specializes in the needs of pharmaceutical, biotechnology, and nanotechnology companies. Prior to founding Pitch360 in 2008, Michael was the Vice President of Corporate Communications at Centocor Inc. an operating company of Johnson & Johnson. In this role, he acted as the company's Chief Communications Officer with responsibility for the protection and enhancement of the company's image and products from a commercial, research & development, and manufacturing perspective. Michael Parks is a seasoned communications professional with more than 15 years of pharmaceutical experience. He has extensive corporate communications and public relations experience, including social media, corporate branding and reputation management, integrated marketing communications, business development communications, issues management and organization communications.*



**Tyler Pennock, SVP, Director of Social Media, RFI Studios**

**Roundtable Topic: Dr. iPhone - How Mobile Devices and 'Anytime, Anyplace' Web Access will Revolutionize Healthcare Communications**

**Bio:** *For over a decade, Tyler has been developing interactive and social media campaigns for a broad array of consumers and professionals in healthcare, technology, travel, automotive and consumer packaged goods. He has come up through leading agencies including Chandler Chicco Companies, VML Interactive, Y&R and Weber Shandwick. In his role as SVP, Director of Social Media for Ruder Finn's RFI Studios, Tyler has been working with healthcare clients including Novartis and BMS to design digital strategies that ignite conversations and build communities with patients and professionals online. Some of his previous digital campaigns include the Drops of Wellness Project for The Coca-Cola Company, and the development of a social networking program for the AdCouncil's teen-targeted "Boost" initiative. You can follow him on Twitter @typennock.*



*Dr. Demetrios Perdikis, Health Care Business Strategist and Care Quality Evangelist, WHITTMANHART*

*Roundtable Topic: Dying to Get Well, Social Sparks Adoption of Generics*

*Bio: Demetrios Perdikis is WHITTMANHART's health care business strategist and care quality evangelist. Dr. Perdikis' work, research and teaching interests span maximizing innovation in nearly every facet of the health care market from creating new business models, developing talent, maximizing information systems and guiding operations to biomedical research, medical devices and medical care delivery.*



*Steve Peskin, MD, MBA, FACP, EVP and Chief Medical Officer, MediMedia USA*

*Roundtable Topic: **Social Media: A Major Transformation for Healthcare Professional Knowledge Acquisition and Application***

***Bio:** Steven R. Peskin, MD, MBA, FACP is the Executive Vice President and Chief Medical Officer for all divisions of MediMedia USA. In this position, he offers clinical and strategic expertise to MediMedia's innovative marketing and educational programs. Dr. Peskin serves on the MediMedia corporate health care committee and on the company's task force on digital strategy. Prior to joining MediMedia USA, Dr. Peskin founded and was President and COO of Nelson Managed Solutions, a division of Publicis Healthcare Group, the largest global healthcare marketing services corporation. Dr. Peskin received his undergraduate degree from The University of North Carolina Chapel Hill and his medical degree from Emory University School of Medicine in Atlanta, Georgia. He completed residency in training in internal medicine at Saint Elizabeth's Medical Center in Boston and then went on to The Sloan School of Management, MIT. Dr. Peskin has authored a number of industry articles, book chapters, and has been a frequent speaker on topics in healthcare financing and management.*



*Scott Reese, CEO, Wool Labs, LLC*

**Roundtable Topic: Actionable intelligence: What they are Saying about your Brand, Where they are Saying it, and How You can Participate**

**Bio:** Scott Reese is a recognized innovator, agency executive and thought leader in technology based, creative endeavors. Prior to forming Wool Labs, Scott held the position of Senior Vice President, DIGITAS Health, a member of the Paris-based Publicis Groupe. While with Digitas, Mr. Reese was the key conceptual architect of the first and only-to-date branded social media platform in the pharmaceutical industry. Scott has also served as Brand Architect, Director of Creative Strategy, for Scient/iXL, a tier-one creative, technology, and strategy consultancy. While with iXL Scott played a leadership role in the development of many first to market web programs and new technology applications including WebMD, StarBand, Net 2000, XM and Nextel. Scott has led marketing and technology endeavors for some of the largest and most recognizable companies in the world. Over the course of his career, Scott has won numerous awards and has been a guest speaker and presenter at many industry events including the Center for Business Intelligence, AIGA Design Camp, Design Management Institute, and Art Center College of Design.



*Jonathan Richman, Author, Dose of Digital & Director of Business Development, Bridge Worldwide*

**Roundtable Topic: The Future of Pharma Marketing**

**Bio:** Jonathan is the author of Dose of Digital and Director of Business Development for Bridge Worldwide, an interactive and relationship marketing agency based in Cincinnati, Ohio. Advertising Age ranks Bridge Worldwide among the Top 50 Digital Agencies in the country. The company's client list includes several FORTUNE 500 companies such as Procter & Gamble, ConAgra Foods, and Kroger. He is the author of the popular pharma and healthcare industry blog, Dose of Digital (doseofdigital.com), which provides insights on digital marketing in healthcare. Jonathan writes and speaks extensively on the impact of digital technologies on healthcare marketing including his blog and multiple white papers. Prior to joining Bridge Worldwide, Jonathan worked at AstraZeneca for more than 11 years, holding various positions in sales and marketing. In his most recent position at AstraZeneca, Jonathan served as Brand Leader for healthcare professional marketing in the U.S. for breast cancer agents Arimidex and Faslodex.



*Mark Ross, Vice President, Brand Strategies, Walter F. Cameron Advertising*

**Roundtable Topic: How Do You Sell Social Communications Projects and Prove ROI to Senior Management?**

**Bio:** Walter F. Cameron Advertising VP Mark Ross has been an award-winning business and brand strategist for over 26 years. His high-concept, strategic breakthrough solutions have brand-enabled over 300 companies – from start-ups to Fortune 50's – including many of the best known, most successful healthcare companies in the world. Mark was recently named to the Advisory Board of Catapult, an organization of key opinion leaders who provide education and consultancy services to the dental industry. On the Social Media front, Mark founded the Dental Manufacturers Marketing Association (DMMA) to provide beneficial information and resources to manufacturers involved in the marketing of their products to professionals and consumers. The Medical Manufacturers Marketing Association (MMMA) was also recently started to benefit medical products manufacturers as well. Both groups are found on LinkedIn. Mark recently created a blog called The Client Manual, designed to discuss the many nuances of the client relationship. His goal of the blog is to improve Client and Agency relationships and eventually publish a book by the same name. Prior to Cameron, as CEO of The Ross Communications Group for five years, Mark consulted with companies such as GSK, Watson Pharmaceuticals and Pall Corp. Prior to that, Mark was President of a multi-million dollar medical advertising agency for 15 years, providing award-winning marketing solutions to leading healthcare companies including Sandoz, Squibb and Henry Schein. His work was often selected for inclusion in leading, published creative annuals and anthologies. Mark has been deeply involved in the advertising community. In 1994 he founded the Advertising Agency Council of Long Island, a group of advertising principals who meet monthly to discuss ways to optimize client service.



**Carol Banks Setter, SVP of Strategy, WHITTMANHART**

**Roundtable Topic: The Hottest Online Marketing Tool (Personas)!**

**Bio:** As the SVP of Strategy, Carol focuses her 17 years of interactive experience on identifying insights that help our clients win in the marketplace. The areas she leads include strategy, demographics, marketplace research and brand stewardship. She also works on analytic approaches for clients so that ongoing recommendations are built upon solid planning. She uses a variety of strategies to build connections with brands including consumer/healthcare education and social media. She has worked on numerous campaigns that helped individuals share social messages with each other from message boards, to Facebook, to online communities. Her healthcare client experiences are diverse, including: Johnson & Johnson, Zimmer, Novartis, CSL Behring and Roche. She also leverages her work in other categories to healthcare, with clients such as: Procter & Gamble, BeautiControl, Black & Decker, Union Bank of California and Harley-Davidson.



**Dr. Christian Sinclair, MD, FAAHPM, Chief Strategist, KLX Media**

**Roundtable Topic: Getting Clinicians Involved in Social Media and Networking Efforts**

**Bio:** Christian T Sinclair, MD, FAAHPM is the Chief Strategist for KLX Media, a health care focused social media consulting firm which grew out of his desire to see social media and networking used for public health education and conversations. Dr. Sinclair hopes health care organizations and clinicians get involved safely and actively to improve conversations about health. He continues to practice as a full-time board-certified hospice & palliative medicine physician in Kansas City, MO. His social media credentials include over 4 years and 280 posts blogging with the award winning Pallimed blog, an active following on Twitter, and setting up and maintaining several blogs and social media sites for health care companies. He was recently quoted in *The New York Times* for his advocacy of social media public health education potential.



**Bill Sobel, Chief Connections Officer, SobelMediaLLC**

**Roundtable Topic: How do you Plan and Execute a Social Communications Plan with Little or No Budget?**

**Bio:** According to FastCompany.com "To know Bill Sobel is to be part of an interconnected world of endless opportunity." Bill began his career at NBC/New York as a Page and then into production planning. From there to ABC, MTV, and The Walt Disney Studios to name a few. Currently Bill is principal of SobelMedia, digital media connectors company and founder of NY:MIEG, a group of media professionals who meet monthly in NYC in order to explore the transitions in the media industry. NY:MIEG members stay abreast of industry changes, providing a forum for continuing education for all professionals.



**Marc Straus, Editor-in-Chief, VeoMed**

**Roundtable Topic: Deploying a Turnkey Social Communications Platform for Medical Professionals**

**Bio:** Marc is the former Publishing Director for Cambridge University Press' Science, Technical, and Medical Division and Editor-in-Chief of the McGraw-Hill Medical Publishing Division. Marc's extensive background in medical publishing makes him well suited for his VeoMed role Editor-in-Chief.