

Promotion of FDA-Regulated Medical Products Using the Internet and Social Media Tools

Part 15 Public Hearing, November 12-13, 2009

National Transportation Safety Board Conference Center, Washington, D.C.

THURSDAY, 12 NOVEMBER

8:00 – 8:15 a.m.	Opening Remarks Thomas Abrams
8:15 – 8:20 a.m.	Pew Prescription Project/The Pew Charitable Trusts Alan Coukell
8:20 – 8:30 a.m.	Coalition for Healthcare Communication John Kamp
8:30 – 8:40 a.m.	Eli Lilly and Company Michele Sharp
8:40 – 8:50 a.m.	AdvaMed Advertising and Promotion Working Group Tony Blank
8:50 – 9:00 a.m.	Center for Medicine in the Public Interest Peter J. Pitts
9:00 – 9:15 a.m.	Ogilvy 360 Digital Influence Rohit Bhargava
9:15 – 9:30 a.m.	PhRMA Jeffrey K. Francer
9:30 – 9:45 a.m.	Pharma Marketing News John Mack
9:45 – 10:00 a.m.	The Advertising Coalition James H. Davidson
10:00 – 10:15 a.m.	15-minute BREAK – next presentation starts promptly at 10:15 a.m.!
10:15 – 10:30 a.m.	Arnold I. Friede & Associates Arnold I. Friede
10:30 – 10:45 a.m.	Integrated Media Solutions/The Sandino Group/Caleco Pharma Corp James A. Sandino
10:45 – 11:00 a.m.	Interactive Advertising Bureau David G. Adams
11:00 – 11:15 a.m.	National Research Center for Women & Families Diana Zuckerman
11:15 – 11:30 a.m.	VuMedi, Inc. Robert Winder
11:30 – 11:45 a.m.	WebMD Wayne Gattinella
11:45 – 12:00 p.m.	WEGO Health Jack Barrette, Bob Brooks, and Marie Connelly

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THURSDAY, 12 NOVEMBER (continued)

12:00 – 1:00 p.m.	1-hour LUNCH BREAK – next presentation starts promptly at 1:00 p.m.!
1:00 – 1:15 p.m.	Consensus Interactive Tiffany A. Mura
1:15 – 1:30 p.m.	Global Prairie Integrated Marketing Alex Vandever
1:30 – 1:45 p.m.	sanofi-aventis Craig M. Audet
1:45 – 2:00 p.m.	Social Media Working Group Mark Gaydos
2:00 – 2:15 p.m.	Yahoo! David Zinman
2:15 – 2:30 p.m.	Waterfront Media Inc. Ben Wolin
2:30 – 2:45 p.m.	Johnson & Johnson Family of Companies Philomena McArthur and Elizabeth Forminard
2:45 – 3:00 p.m.	Manhattan Research Mark Bard
3:00 – 3:15 p.m.	15-minute BREAK – next presentation starts promptly at 3:15 p.m.!
3:15 – 3:30 p.m.	Acsys Interactive Stan Valencis
3:30 – 3:45 p.m.	comScore John Mangano
3:45 – 4:00 p.m.	Envision Solutions, LLC Fard Johnmar
4:00 – 4:15 p.m.	MISI Company Kathleen Fourte, Alejandra Diaz, and Jerilyn MacLaren-Hall
4:15 – 4:25 p.m.	Compass Healthcare Communications Peter Nalen and Maureen Miller
4:25 – 4:35 p.m.	Euro RSCG Life 4D Lawrence Mickelberg
4:35 – 4:45 p.m.	McCann Healthcare Worldwide W. John Reeves
4:45 – 5:00 p.m.	Google Mary Ann Belliveau and Amy Cowan
5:00 p.m.	Adjournment

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FRIDAY, 13 NOVEMBER

8:00 – 8:15 a.m.	Opening Remarks Thomas Abrams
8:15 – 8:20 a.m.	AdvaMed Advertising and Promotion Working Group Tony Blank
8:20 – 8:25 a.m.	Individual Consumer Kim Witczak
8:25 – 8:30 a.m.	Consumers Union Steven Findlay
8:30 – 8:35 a.m.	LehmanMillet David A. Saggio
8:35 – 8:40 a.m.	HealthCentral Christopher M. Schroeder
8:40 – 8:45 a.m.	Semantelli Corporation Shaleen Gupta
8:45 – 8:55 a.m.	PhRMA Jeffrey K. Francer
8:55 – 9:05 a.m.	Ogilvy 360 Digital Influence Rohit Bhargava
9:05 – 9:15 a.m.	The Advertising Coalition James H. Davidson
9:15 – 9:25 a.m.	Arnold I. Friede & Associates Arnold I. Friede
9:25 – 9:35 a.m.	GolinHarris Rick Wion
9:35 – 9:45 a.m.	Heartbeat Digital Bill Drummy and MK Tantum
9:45 – 9:55 a.m.	National Research Center for Women & Families Diana Zuckerman
9:55 – 10:05 a.m.	PatientsLikeMe James Allen Heywood
10:05 – 10:20 a.m.	15-minute BREAK – next presentation starts promptly at 10:20 a.m.!
10:20 – 10:30 a.m.	Pharma Marketing News John Mack
10:30 – 10:40 a.m.	Sermo Daniel Palestrant

DRAFT VERSION 11.29.2009 – Please note this agenda is subject to change

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FRIDAY, 13 NOVEMBER (continued)

10:40 – 10:50 a.m.	TGaS Advisors Donna Wray
10:50 – 11:00 a.m.	VeoMed Aaron Krinsky and Kay Metis
11:00 – 11:10 a.m.	v-Fluence Interactive Jay Byrne
11:10 – 11:20 a.m.	WCI Consulting Ltd. Tara M. Churik
11:20 – 11:30 a.m.	WEGO Health Jack Barrette, Bob Brooks, and Marie Connelly
11:30 – 11:40 a.m.	Word of Mouth Marketing Association John Bell and Melissa Davies
11:40 – 11:50 a.m.	Bridge Worldwide/Dose of Digital Jonathan Richman
11:50 – 12:00 p.m.	Accelerated Medical Ventures Zen Chu
12:00 – 1:00 p.m.	1-hour LUNCH BREAK – next presentation starts promptly at 1:00 p.m.!
1:00 – 1:05 p.m.	Individual Consumer Kim Witczak
1:05 – 1:10 p.m.	Consumers Union Steven Findlay
1:10 – 1:15 p.m.	PatientsLikeMe James Allen Heywood
1:15 – 1:20 p.m.	Bulletin News/Custom Briefings Paul Roellig
1:20 – 1:30 p.m.	ORC Guideline, Inc. Morris Whitcup
1:30 – 1:40 p.m.	HealthCentral Christopher M. Schroeder
1:40 – 1:50 p.m.	LehmanMillet David A. Saggio
1:50 – 2:00 p.m.	Heartbeat Digital Bill Drummy and MK Tantum
2:00 – 2:10 p.m.	Semantelli Corporation Shaleen Gupta

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FRIDAY, 13 NOVEMBER (continued)

2:10 – 2:20 p.m.	Sermo Daniel Palestrant
2:20 – 2:30 p.m.	TGaS Advisors Donna Wray
2:30 – 2:40 p.m.	VeoMed Aaron Krinsky and Kay Metis
2:40 – 2:50 p.m.	Bridge Worldwide/Dose of Digital Jonathan Richman
2:50 – 3:00 p.m.	Ignite Health Fabio Gratton
3:00 – 3:15 p.m.	15-minute BREAK – next presentation starts promptly at 3:15 p.m.!
3:15 – 3:25 p.m.	imc2 health and wellness Hensley Evans
3:25 – 3:35 p.m.	RAPP Robert Grammatica
3:35 – 3:45 p.m.	Rosetta Jamie Peck
3:45 – 3:55 p.m.	W2 Group, Inc. Larry Weber
3:55 – 4:05 p.m.	Word of Mouth Marketing Association John Bell and Melissa Davies
4:05 – 4:15 p.m.	Digitas Health Bruce Grant
4:15 – 4:25 p.m.	Cadient Group Jim Walker
4:25 – 4:35 p.m.	Intouch Solutions Wendy Blackburn
4:35 – 4:55 p.m.	Pfizer Freda C. Lewis-Hall and Clifford Thumma
4:55 – 5:00 p.m.	Closing Remarks Thomas Abrams