

Virtual Clinical Trials & Patient Social Media

½ day web-based conference

7th November 2012

14:00-17:00 hrs. CET

13:00-16:00 hrs. GMT

8:00-11:00 hrs. EST

OUR EXCLUSIVE SPEAKER PANEL

CHAIRPERSON:

Emma D'Arcy, Complete Digital (McCann Healthcare), United Kingdom

Senior Healthcare Digital Consultant (Physician and Patient Channels & Communities)

Brian Loew, Inspire, USA
 CEO

Dr. Bertalan Meskó, Webicina.com, University of Debrecen Medical School and Health Science Center, Hungary
 Founder and managing director

Ray Chepesiuk, PAAB, Canada
 Commissioner

Alexander Natz, EUCOPE, Belgium
 Secretary General

Varadharajan Krishnamoorthy, India
 Social Media Consultant and Advisor

Amy Ohm, TreatmentDiaries.com, USA
 Founder and CEO

The Internet is changing not just the way patients get medical information, but the way they interact with doctors, their families, and even with strangers. Health information is one of the most frequently sought topics on the Internet. People with disabilities and chronic conditions do use the Internet, and they are more likely than other users to look up health information and use that knowledge to question a doctor, manage pain or change the way they cope with a chronic condition.

Social media is used also by pharmaceutical companies mostly to promote products, to engage the audience. Pfizer found a novel way of using social media and mobile applications - for virtual clinical trials. Patients have the voice and social media tools to influence reimbursement and direction of clinical research. How far can this go?

Focused specifically on the social media using by patients and pharmaceutical companies, this web conference will provide fresh and innovative information. This forum will be focusing on practical experiences and it will provide the best case studies on patient social media and virtual clinical studies. You will have the opportunity to join our highly interactive session.

WHO WILL ATTEND

Kakushin Group invites:

Senior Vice presidents, Vice presidents, Senior Executives, Global Heads, Heads, International Directors, Senior Directors, Directors, Senior Managers, Managers of: E-Marketing • Marketing • Interactive Marketing • Consumer Marketing • Brand and Product Management • Relationship Marketing • Internet Communications • Global Marketing • Business Development • E-Communications • Innovation • Social Media • Multichannel Marketing • E-Media • Online Communications • E-Strategies • Marketing & Sales • Marketing excellence • Branding • Strategic Marketing • Brand management CEOs, COOs, CSOs, Senior Vice Presidents, Vice Presidents, Senior Executives, Heads, Directors, Managers of major pharmaceutical companies, regulatory bodies, national medicines agencies, ethics committees, patient organizations and CROs responsible for: Clinical Trials, Clinical Research, Clinical Operations, Clinical Monitoring, Clinical Site Management, Clinical Projects, Clinical Outsourcing, Patient Recruitment, Clinical Quality Assurance, Supplies & Outsourcing

REASONS TO ATTEND

- ▶ Get to know the **success stories** of other **leading companies** and share your experience
- ▶ Benefit from the **Interactive Panel of Discussion** with Pharma **Social Media Experts**
- ▶ Enhance the **effectiveness** of your **Online Communication**
- ▶ Find out: **Can patient voice and tools influence reimbursement and direction of clinical research?**

ONLINE REGISTRATION:

BOOKING LINE:

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13:45 Online login

14:00 Welcome Note from Kakushin Group

14:03 Opening remarks from the Chair

14:05 ▶ **KEYNOTE** History of Real World Experience

- The patient voice and tools being used to influence reimbursement and the direction of clinical research.
- Questions & Answers

Emma D'Arcy

Complete Digital (McCann Healthcare), United Kingdom

Senior Healthcare Digital Consultant (Physician and Patient Channels & Communities)

14:30 ▶ **CASE STUDY** EU clinical trials legislation: phase 4 studies and social media.

- Review of the EU clinical trials framework: access / assessments / NIS
- Social Media: access for patients to information / PV obligations for companies
- Questions & Answers

Alexander Natz, EUOPE

Secretary General

14:55 **INTERACTIVE PANEL DISCUSSION with Ray Chepesiuk, Commissioner, PAAB, Canada and our speaker panel.**

"How pharma can work within regulatory restrictions to optimize their involvement in communications to patients?"

15:20 ▶ **CASE STUDY** How the most innovative patients use social media (from Twitter and Facebook for crowdsourcing to virtual worlds and super blogging)

- Questions & Answers

Dr. Bertalan Meskó

University of Debrecen Medical School and Health Science Center, Hungary

Founder and Managing Director of Webicina.com

15:45 ▶ **KEYNOTE** Pharma and Social Media: Communication with patients (current practices and future ideas)

- Questions & Answers

Varadharajan Krishnamoorthy, India

Social Media Consultant and Advisor

16:10 ▶ **CASE STUDY** Social Networking with a Purpose - Connecting Patients and Improving Overall Health & Wellness

- The technology revolution has changed the way people share, communicate, and strengthen human relationships online.
- Is it possible to be both private and social on a quest to find "someone like me"? A new kind of social is emerging.
- Facilitator networks are making the impact of shared healing possible.
- Case Study: From the pages of TreatmentDiaries.com

- Questions & Answers

Amy Ohm, TreatmentDiaries.com, USA

Founder and CEO

16:35 ▶ **CASE STUDY** Trends in virtual clinical trials

- Questions & Answers

Brian Loew, Inspire, USA

CEO

17:00 Closing Remarks From the Chair

I would like to thank everyone who has helped with the research and organization of this event, especially the speakers for their support and commitment.

Anna Bad'urová

anna.badurova@kakushingroup.com

SPEAKERS BIOGRAPHIES



Dr. Bertalan Meskó, University of Debrecen Medical School and Health, Hungary

Founder and Managing Director of Webicina.com, Author of Scieroll.com

Bertalan Mesko, MD graduated from the University of Debrecen, Medical School and Health Science Center in 2009 and started a PhD in the field of clinical genomics. He is the managing director and founder of Webicina.com LLC, the first free medical social media guidance service for patients and medical professionals. He speaks at prestigious conferences; covers online international events and is a health 2.0 consultant for pharma and medical companies. Healthspottr.com included him in the Future Health Top 100 list. He is the author of the award-winning medical blog, Scieroll.com and the educator of the Medicine and Web 2.0 university credit course which is the first of its kind worldwide. He was mentioned in Al Jazeera, Nature Medicine, the New York Times, British Medical Journal and Wired Science, among others. He is a member of the Kairos Society.



Emma D'Arcy, Complete Digital, UK

Senior Consultant (Physician and Patient Channels & Communities) Founder and Managing Director at Medpharmaconnect.com

Emma D'Arcy has joined McCann Healthcare's Complete Digital group as a senior consultant a year ago. She has worked with pharmaceutical companies, the medical profession, research organisations and patient groups for past 15 years. She founded the first social networking site for positive industry-physician interactions medpharmaconnect.com, co-chaired the inaugural EU conference on Key Opinion Leaders (KOL) relationships and has authored a number of White Papers around industry uses of social media.



Varadharajan Krishnamoorthy, India

Social Media Consultant and Advisor

Varadh is currently working as a consultant at Danvantri Farma which is working with Pharmaceutical Companies in India-Latin America Corridor with an office in Brazil. Varadh has experience in the Indian market acquired in 19 years of work serving multinationals and Indian companies. He worked with GlaxoSmithKline and FMCG. He is an expert in Social Media. Varadh has a degree in science and diploma in Marketing Management.



Amy Ohm, Treatment Diaries Inc. USA,

Founder and CEO

After surviving a cancer diagnosis of Melanoma and searching for an opportunity to use her experience with an illness to bring hope to those affected by a chronic illness, mental health condition or rare disease; Amy was inspired to create a social network with a mission to connect those in need of frequent support and across multiple conditions. Amy has a background in software, marketing and leadership roles spanning nearly two decades along with a passion for helping those in need of a connection at a difficult time. As CEO of Treatment Diaries, Amy is committed to the mission of making the Treatment Diaries experience lasting for those in need of support - where they can make authentic, quality, lifelong, and if they wish anonymous connections, and inspire others to live life to the fullest, no matter what their condition. Treatment Diaries is a social network with a purpose for people just like you who are living with or caring for someone with an illness. This community is a supportive sounding board; they share your experiences, they offer advice... they care. Amy is a graduate of California Polytechnic University, Pomona with a degree in Marketing.



Brian Loew, Inspire, USA

CEO

Brian created Inspire in 2005 with the goal of accelerating clinical trial recruitment through the use of safe, trusted online social networks, organized by medical condition, for patients and their caregivers. Brian believes that patient contributions to medical progress have been historically underappreciated, and great progress in medical research will result from involving patients and fully valuing their contributions. Previously, Brian was responsible for technology strategy for The Washington Post, where he developed innovative products and acted as a technology liaison between the newspaper and washingtonpost.com. Brian has been an Internet entrepreneur since 1994 when he founded worldweb.net, a content management software company that created and launched over 100 websites for major publishers including U.S. News & World Report, Hachette Filipacchi, Time Warner, and The Washington Post Company. Brian has degrees in physics and economics from The George Washington University. He is a regular author and speaker on topics related to e-health, patient empowerment, and healthcare social media.

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- The login process, and minimal system requirements are simple and described in detail below for your ease and convenience.
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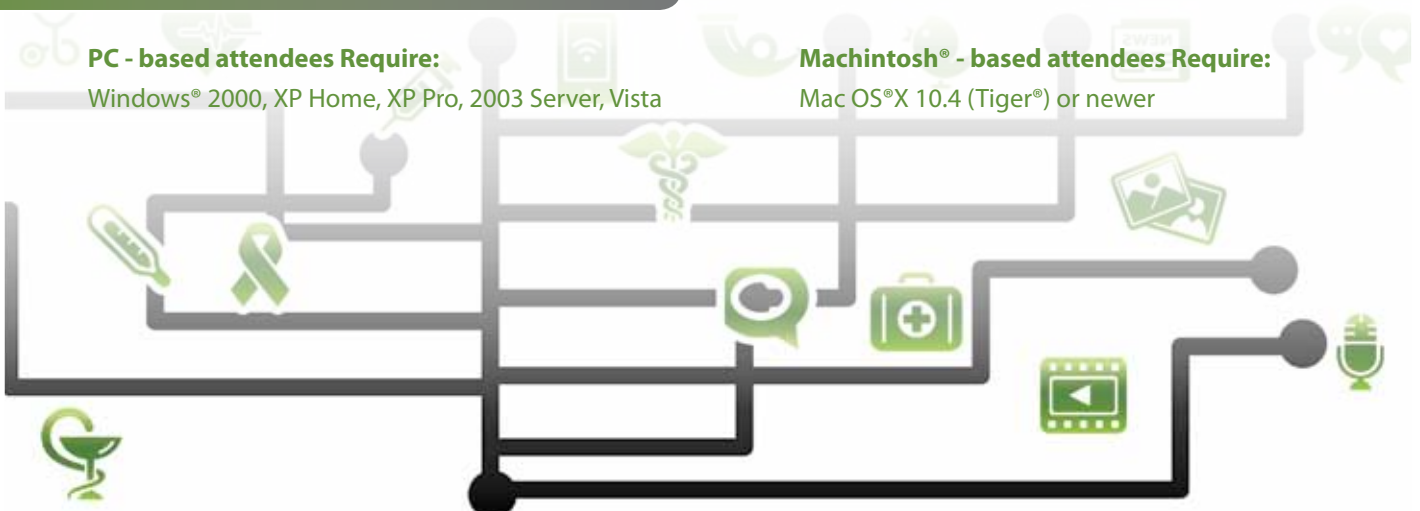
System Requirements

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Windows® 2000, XP Home, XP Pro, 2003 Server, Vista

Machintosh® - based attendees Require:

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