

BEYOND THE DATA

REALIZING YOUR ROLE AS A STRATEGIC LEADER

PMRG 2014 ANNUAL NATIONAL CONFERENCE
GAYLORD PALMS, ORLANDO FL MARCH 9-11, 2014



PMRG

Sunday, March 9, 2014

11 - 7	Registration, Internet & Charging Station, <i>St. George #102</i>
2 - 6	Exhibitor Set Up, <i>Florida Exhibit Hall A, Convention Center Lower Level</i> (GES help desk open 2pm-6pm)
6 - 7:30	Welcome Cocktail Reception, <i>Coquina Lawn, Outside of Convention Center, Lower Level</i>
9:30 - 1	After-party hosted by M3 Global Research, <i>Orange Blossom Ballroom, Hotel Atrium by Java Coast</i>

Monday, March 10, 2014

7 - 6	Hospitality Desk, Internet & Charging Station, <i>Florida Exhibit Hall B Foyer, Convention Center Lower Level</i>
7 - 12	Exhibitor Set Up, <i>Florida Exhibit Hall A, Convention Center Lower Level</i> (GES help desk open 7am-1pm)
7:30 - 8:45	Breakfast, <i>Sun Ballroom D, Convention Center Ballroom Level</i>
7:30 - 8:45	Mentor Program Breakfast, <i>Sun Ballroom 6, Convention Center Ballroom Level</i>
9 - 9:15	Welcome, <i>Florida Exhibit Hall B, Convention Center Lower Level</i> Stephanie Reynnders, PMRG Executive Director & Amber Esco, All Global, PMRG President
9:15 - 10:15	The Surprising Science of Persuading, Influencing and Moving Others, <i>Florida Exhibit Hall B, Convention Center Lower Level</i> Daniel Pink, Best-Selling Author of <i>Drive: The Surprising Truth About What Motivates Us</i> and <i>A Whole New Mind</i>
10:15 - 10:30	2014 PMRG Institute Announcement, <i>Florida Exhibit Hall B, Convention Center Lower Level</i> Paul Allen, Olson Research Group, PMRG Education Committee & Director-at-Large
10:30 - 11	Coffee Break, <i>Florida Exhibit Hall B Foyer, Convention Center Lower Level</i>

	Session – <i>Miami, Conv Center, Ballroom Level</i>	Session – <i>Sanibel, Conv Center, Ballroom Level</i>	Session – <i>Tallahassee, Conv Center, Ballroom Level</i>	Discussion Forum – <i>Sun 5 Conv Center, Ballroom Level</i>
11 - 12	Affordable Care Act by the Numbers Sheri Sellmeyer, Decision Resources Group (HealthLeaders-InterStudy) & Kelly Davis, GlaxoSmithKline	Meaningful Marketing your C-Suite will Understand Michaela Gascon, KJT Group & Brian Miller, PSS World Medical, Inc., a division of McKesson	Leading Innovation in Research & Analytics using Big Data Chad Dau, Astellas Pharma US, Inc.	Storytelling & Delivery Planning Featured Thought Leaders: Jason Hodges, Durata Therapeutics Moderator: Tara Marotti, Burke, Inc. <i>Seating limited to 1st 50 attendees</i>

12 - 2	Lunch & Global Partner Expo, <i>Florida Exhibit Hall A, Convention Center Lower Level</i> (Exhibitor buffet opens at 11:30am) <i>Visit the booths to enter for a chance to win their prizes!</i> <i>New Member / First Time Attendees — look for our specially-reserved "new member" tables</i>
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	Session – <i>Miami, Conv Center, Ballroom Level</i>	Session – <i>Sanibel, Conv Center, Ballroom Level</i>	Session – <i>Tallahassee, Conv Center, Ballroom Level</i>	Discussion Forum – <i>Sun 5 Conv Center, Ballroom Level</i>
2 - 3	Leading a Brand to Commercial Success through Applied Patient Insights Patricia Miller, Halozyme Therapeutics & Sondra VanderVaart, Ph.D., in-sync	Determining Territorial Potential for Molecular Diagnostic Companies Michel Denarié & Li Zhou, IMS Health	Using Blended Research to Develop Deep Insight From Small Samples Hannah Baker Hitzhusen, SKIM	The Client/Consultant Relationship Featured Thought Leaders: David Berman, Merck, Terri Boyd, Janssen & John Stahl, PharmaStrat Moderator: John Jaegar, PharmaStrat <i>Seating limited to 1st 50 attendees</i>

3 - 3:30	Coffee Break, <i>Sun Ballroom Foyer, Convention Center Ballroom Level</i>			
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	Session – <i>Miami, Conv Center, Ballroom Level</i>	Session – <i>Sanibel, Conv Center, Ballroom Level</i>	Session – <i>Tallahassee, Conv Center, Ballroom Level</i>	Discussion Forum – <i>Sun 5 Conv Center, Ballroom Level</i>
3:30 - 4:30	Patient Netnography: Leveraging Twitter to Turn "Big Data" into "Thick Data" Carolyn Reed, Verilogue	Mock New Product Committees: Unraveling the Hospital Decision Making Process Jeffrey Adler, Centrac DC	Using Insights to Create a Patient-Centered Approach to Marketing Kathleen Relias, Radius Global Market Research, Lisa Courtade, Merck, Renee Tannenbaum, Abbvie & Catherine Sohn, Pharm.D., University of the Sciences & Jazz Pharmaceuticals	Realizing Your Role as a Strategic Leader Featured Thought Leader: Scott Snyder, Mobiquity & Betty Adamou, Research through Gaming Moderator: Lynnette Cooke, Kantar Health <i>Seating limited to 1st 50 attendees</i>

Monday, March 10, 2014				
4:30 – 6	Manufacturer-only Networking Reception, <i>Sun Ballroom 4, Convention Center Ballroom Level</i>			
6 – 7:30	Cocktail Reception & Global Partner Expo, <i>Florida Exhibit Hall A, Convention Center Lower Level</i> <i>Visit the booths to enter for a chance to win their prizes!</i> (GES help desk open 5pm-7pm)			
9:30 – 12	After-party hosted by WorldOne, <i>Wreckers Sports Bar, Top Level</i>			
Tuesday, March 11, 2014				
7:30 – 6	Hospitality Desk, Internet & Charging Station, <i>Florida Exhibit Hall B Foyer, Convention Center Lower Level</i>			
7:45 – 9	Breakfast, <i>Sun Ballroom D, Convention Center Ballroom Level</i>			
9:15 – 9:30	Welcome & Introduction, Florida Exhibit Hall B, Convention Center Lower Level Dean Kameros, Novartis, PMRG Vice President & Bill Little, Delta Marketing Dynamics, GA Committee Chair			
9:30 – 10:30	Innovate Now – Applying Strategic Leadership to Make Big Data Work, <i>Florida Exhibit Hall B, Convention Center Lower Level</i> Douglas Goldstein, Healthcare Strategist & Author of <i>e-Healthcare: Harness the Power of Internet e-Commerce & e-Care</i>			
10:30-11	Coffee Break, <i>Florida Exhibit Hall B Foyer, Convention Center Lower Level</i>			
	Session – <i>Miami, Conv Center, Ballroom Level</i>	Session – <i>Sanibel, Conv Center, Ballroom Level</i>	Session – <i>Tallahassee, Conv Center, Ballroom Level</i>	Discussion Forum – <i>Sun 5 Conv Center, Ballroom Level</i>
11 – 12	Pharma BD – Little Time, Little Budget, Big Decisions – A Multidisciplinary Solution Simon Fitall, Galileo Analytics, Peter Simpson, Segmedica, Greg Schlimm, Themis & Sue Grosso, Cegedim	New Integrated Ethnographic Technique Captures Day in an Onc's Life Tom Donnelly, Ph.D., MarketVision Research & Gregory Lynch, Teva	Top Chef: 8 Ingredients to Being Indispensable Denise Woltemath & Rebecca Villari, Health Strategies Group	Healthcare Reform/ACOs Featured Thought Leaders: Casey Nolan & Eduardo Schur, Navigant Moderator: Bill Susanj, Navigant <i>Seating limited to 1st 50 attendees</i>
12 – 2	Lunch & Global Partner Expo, <i>Florida Exhibit Hall A, Convention Center Lower Level</i> <i>Visit the booths to enter for a chance to win their prizes!</i> (Exhibitor buffet opens at 11:30am - GES help desk open 11am-5pm)			
2 – 5	Exhibitor Tear Down, <i>Florida Exhibit Hall A, Convention Center Lower Level</i>			
	Session – <i>Miami, Conv Center, Ballroom Level</i>	Session – <i>Sanibel, Conv Center, Ballroom Level</i>	Session – <i>Tallahassee, Conv Center, Ballroom Level</i>	Discussion Forum – <i>Sun 5 Conv Center, Ballroom Level</i>
2 – 3	Deeper Understanding of Target Patient Segments using Applied Neuroscience David Forbes, Ph.D., Forbes Consulting	The Alphabet Soup of Managed Care and How Data Guides the Recipe Jane DuBose, Decision Resources Group (HealthLeaders-InterStudy), & Susan Tappen, Sunovion	Leading by Leveraging Real Perceptions of the Competitive Landscape Colleen Cassidy, CMC Insights & Mallika Ambat, Actelion	The Marketer's Perspective Featured Thought Leader: John McNichol, Ph.D., JEM Pharmaceutical Marketing Consulting & Jayson Wenstrup, Merck <i>Seating limited to 1st 50 attendees</i>
3 – 3:30	Coffee Break, <i>Sun Ballroom Foyer, Convention Center Ballroom Level</i>			
	Session – <i>Miami, Conv Center, Ballroom Level</i>	Session – <i>Sanibel, Conv Center, Ballroom Level</i>	Session – <i>Tallahassee, Conv Center, Ballroom Level</i>	Discussion Forum – <i>Sun 5 Conv Center, Ballroom Level</i>
3:30 – 4:30	Cracking the Code: Qualitative Research in Emerging Markets John Lauria, LCN Consulting, Inc.	A Perspective on Reducing Compliance Risk While Making Business Thrive David Lee, Merck & Jessica Santos, Ph.D., Kantar Health	10 Technology Driven Solutions Underutilized in Healthcare Market Research Bob Leitman & Patricia Chapin-Bayley, Toluna	Career Mentor Featured Thought Leader: Kim Goldman, Boston Scientific Moderator: John Thomas, Burke <i>Seating limited to 1st 50 attendees</i>
5 – 7	Networking Dinner, <i>Emerald Bay Plaza, Hotel Atrium by Java Coast</i>			
7 – 11	After-party hosted by Platinum Sponsor, <i>Orange Blossom Ballroom, Hotel Atrium by Java Coast</i>			

