Embrace Change in the New Era of Healthcare Through Proactive External and Internal Communications Strategies


FEATURED SPEAKERS INCLUDE:

Joel Beetsch, PhD
Vice President, Patient Advocacy, Corporate Affairs, Celgene Corporation

Kimberly Callahan Fox
Former Head, NA Pharma Communications, Sanofi

Joff Masukawa
Vice President and Global Head, Government Relations and Public Affairs, Shire

CHAIRMAN: Ray Kerins, Senior Vice President, Head of Communications & Public Affairs, Bayer HealthCare

Kate O’Connor
Executive Director, Public Relations, Boehringer Ingelheim

Scott Wright
Executive Director, Global Communications, Merck

Tierney Saccavino-Payne
Senior Vice President, Corporate Communications, Acorda Therapeutics, Inc

Quick Facts:
- Speaking faculty includes 30+ leading communicators in the life science industry
- 150+ in attendance from public relations, communications and public affairs departments in the pharmaceutical, biotechnology and medical technology industries
- 7+ hours of networking opportunities during roundtable discussions, meals, breaks and a cocktail reception

All New

10th Anniversary

The leading event for life sciences communicators

Hosted at Bayer HealthCare US Headquarters

Quick Facts:
- Speaking faculty includes 30+ leading communicators in the life science industry
- 150+ in attendance from public relations, communications and public affairs departments in the pharmaceutical, biotechnology and medical technology industries
- 7+ hours of networking opportunities during roundtable discussions, meals, breaks and a cocktail reception

Marquee partner: 

Supporting Sponsors:

To Register: Call 866-207-6528 | Visit: http://exlpharma.com/pr | Twitter: #ExLPRSummit
We’ve come a long way…

Ten years ago, the life sciences industry was experiencing a crisis of reputation management and together we rallied to develop clear and effective messaging to own brands and demonstrate the value of therapies to patients and stakeholders. In the dawn of a new era of healthcare communications driven by policy changes and rapidly evolving digital platforms beyond social media, communication professionals are now tasked with the responsibility of proactively leveraging communications in new ways to demonstrate the value of life enhancing and saving drugs and therapies.

ExL Pharma is proud to announce the 10th Anniversary Public Relations and Communications Summit for life sciences communicators hosted at the Bayer HealthCare US Headquarters in Whippany, NJ. We've worked closely with our trusted advisory board to revise this seminal industry gathering to deliver the latest communication methodologies to help you survive the threat of communications brought about by regulators making more regular appearances with stricter penalties and the constantly changing digital communications models.

This meeting is your exclusive opportunity to:

- Customize your learning opportunities by selecting from four master class series focusing on digital communications, global communications, new era communications and Core PR Strategy
- Engage in deep and meaningful knowledge sharing and networking with 150+ public relations and communications practitioners in the pharmaceutical, biotechnology and medical technology fields
- Gain strategies to break out creatively in a risk averse industry and cut through the noise
- Hear directly from patients and patient advocacy organizations about how to reach patients and work with patients to drive forward communications that will demonstrate the value of therapies

Return with a blueprint of best practice strategies to proactively drive the communications function to the next level for your company.

We look forward to welcoming you to Bayer HealthCare in July!

Best Wishes,

Bryon Main

Bryon Main
CEO and Co-Founder
ExL Pharma
bmain@exlpharma.com

Who should attend?
This conference is designed for pharmaceutical, biotechnology, and medical technology public relations and communications practitioners with responsibilities in the following areas:

- Communications: Corporate, Brand, Internal, External, Integrated, Multi-channel
- Public/Media Relations
- Community/Advocacy Relations
- Public/Government Affairs
- Investor Relations
- Strategic Alliances
- Public Policy

Venue Information:
Bayer HealthCare US Headquarters
100 Bayer Blvd.
Whippany, NJ 07981

Stay Connected!
#ExLPRSummit

Join us on LinkedIn!
ExL Pharma PR & Communications Summit Group

To Register: Call 866-207-6528 | Visit http://exlpharma.com/pr | Twitter: #ExLPRSummit
Day One — Monday, July 14, 2014

7:45  | Registration and Continental Breakfast

8:45  | Opening Remarks: 10 Year Review
10 years ago the industry was experiencing a reputation crisis. As we move forward, communications departments are being tasked to be more proactive and less reactive in a way that will contribute to increased value. As the communicators of this industry the onus is on us to create a blueprint for communication going forward.
- Top 10 moments in life science communications in the last decade
- Projections for the next 10 years
- Set your 3 key takeaways to ensure your expectations are met

Ray Kerins, Senior Vice President, Head of Communications & Public Affairs, BAYER HEALTHCARE

9:20  | Cut Through the Noise and Break Out Creatively in a Risk Averse Industry
- Overview of the current landscape and patterns in pharmaceutical marketing and communications
- Know how to leverage the latest emerging trends within a highly regulated industry
- Move away from linear communications strategies to understanding your audience and knowing how they are communicating and how to reach the influencers

Gil Bashe, Executive Vice President, Health Practice Director, MAKOVSKY

9:55  | Encouraging Employees to be Agents of Change as Part of Your Change Management Strategy
- Re-evaluate different aspects of the company and create an appropriate culture or process shift as needed
- Find out how to foster employee engagement to determine and confirm what those changes need to be
- Create a sea change to get employees to create a shift in the culture

Lauren Rose Musto, Associate Director, Corporate Communications, SUNOVION

11:00 | Effective Monitoring & Reporting on Traditional and Social Media
- Gain a better understanding of how effective media monitoring of traditional and social media is now more crucial than ever
- Explore the evolving media monitoring landscape and share best practices as well as areas to improve
- Learn about the latest approaches to media monitoring and reporting, including how to select the best options to fit their needs to maximize reporting results
- Overview of the most current, comprehensive and efficient methods for media monitoring and reporting

Panelists: Kimberly Callahan Fox, Former Head, NA Pharma Communications, SANOFI
Christopher Loder, Senior Director of Worldwide Communications and Head of U.S. Media Relations, BAYER HEALTHCARE
Tierney Saccavino, Senior Vice President, Corporate Communications, ACORDA THERAPEUTICS, INC.

11:40 | The 2014 Healthcare Marketers Trend Report
- This benchmark study surveys shifting budgets, challenges and opportunities of an industry undergoing a transformation
- The objective of the MM&M and Ogilvy Common Health Healthcare Marketers Trend report is to measure these changes, tap into the mindset of the healthcare marketing director as well as document the industry’s journey through this perfect storm
- Walk away confident in your choices to shift priorities, retool resources and reallocate investment between brands, channels, tactics and audiences

Kate Cronin, Global Managing Director, OGILVY COMMONHEALTH PUBLIC RELATIONS

12:15 | Luncheon

12:15 | The Strategic Imperative of Public Affairs: Enabling Business Success Through Early Cross-Divisional Engagement
- Find out how to make the most of early engagement with R&D, medical affairs, business strategy and commercial teams to enable business objectives
- Understand how to leverage internal stakeholders to help shape the right external landscape to support the strategy
- Panelists will discuss how to collaborate with internal business stakeholders to craft and deliver a holistic strategy that considers business priorities for emerging products in the context of the external landscape

Denise Bradley, Vice President, Global Corporate Reputation, TEVA PHARMACEUTICALS
Cathy Cantone, Director, Public Relations, Immunology and Inflammation, CELGENE CORPORATION
Kate O’Connor, Executive Director, Public Relations, BOEHRINGER INGELHEIM

12:45 | Media Relations Matters | Keep Your Brand in the News in the Decline of Print and Broadcast
- Understand what reporters want now from communications teams
- Know how to quickly draft and deliver compelling news for various formats, including approaches to Twitter
- Develop a resource for reporters to keep your name in the news
- Create a digital strategy to meet the demands of new media

Chris Loder, Senior Director of Worldwide Communications and Head of U.S. Media Relations, BAYER HEALTHCARE
Michael Pranikoff, Global Director of Emerging Media, MultiVu

To Register: Call 866-207-6528 | Visit http://exlpharma.com/pr | Twitter: #ExLPRSummit
INSIGHTS AND INTERACTIONS: WHAT DOES IT MEAN TO PUT PATIENTS FIRST?

2:30 What Matters Most to Patients
Understanding unmet needs and the lens through which patients make decisions ensures our communication strategies put the patient’s perspective first. During this session, we will cover the following:
• A holistic view of patients and the burden they face
• What putting patients first means
• How patients make healthcare and treatment decisions
• What kind of content are patients looking for to inform their decisions?
Kim Sammons, Senior Vice President, GCI HEALTH
Michael Fronstin, General Manager, KANTAR HEALTH
Beth Battaglino, RN, President and CEO, HEALTHYWOMEN

3:05 Networking and Refreshment Break in Exhibit Area

3:35 Working with Patient Advocacy Organizations and Stakeholders to Reach Patients
The industry has a responsibility to communicate new life saving therapies to patients as well as an obligation to collectively lobby for cures to rare diseases. This panel will discuss:
• How to align messaging to connect with patients
• Strategies to create transparent communication
• Methods to work with patients to incorporate patient insights
Moderator:
Karen Carolonza, Managing Partner, GREEN ROOM COMMUNICATIONS
Panelists:
Mary Cobb, President, PATIENTVUE LLC and Senior Vice President, Membership & Organizational Strategy, NATIONAL ORGANIZATION FOR RARE DISORDERS (NORD)
Nimit Upadhyaya, Senior Manager, US Marketing, Metabolic Disorders, ALEXION PHARMACEUTICALS
Laura Penny, Mother and Caregiver of 4 year old daughter Zoey, THE PROGERIA RESEARCH FOUNDATION

4:15 Patient Panel | Taking Patient Advocacy to the Hill
Hear from a panel of patient influencers who have taken their passion and directed it toward policy reform. Q&A will include:
• What fuels the patients’ passion
• How public affairs and public relations can get involved to support the effort
• Steps toward small victories that will benefit patient outcomes
Moderator:
Bob Brooks, Executive Vice President, WEGO HEALTH
Panelists:
Michael Fernandez, Migraine Health Activist, @mff181
Julie Flygare JD, Narcolepsy and Sleep Health Activist, @REMrunner
Becky Gaunt, Tuberous Sclerosis Complex (TSC) Health Activist, @RebeccaGaunt

4:55 NEW ADDITION: KEYNOTE
Being Adventurous
• Lessons learned on leadership, communication, and the value of discomfort from cycling thousands of miles with his young children in foreign countries and over mountain chains
• What can blind athletes teach us about overcoming obstacles?
• Thoughts on applying an adventurous mindset to the healthcare industry
Charles R. Scott, Author and National Geographic-Featured Adventurer, FAMILY ADVENTURE GUY

Bayer HealthCare US Headquarters Tour
Ready to stretch your legs? Curious to find out more about the Bayer HealthCare campus? Join us on a tour of the Bayer HealthCare headquarters before regrouping for cocktails

5:30 Cocktail reception hosted by

6:30 Day One Concludes

To Register: Call 866-207-6528 | Visit http://exlpharma.com/pr | Twitter: #ExLPRSummit
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Details</th>
</tr>
</thead>
</table>
| 8:45  | DIGITAL COMMUNICATIONS                            | Digital communications in the life sciences industry has evolved far beyond the early days of having a social media presence. New opportunities in digital communications are providing new channels for communicators and public relations professionals to get your messaging across to reach your target audience. Find out how to use apps, integrated digital communications methodologies and tools to measure the effectiveness of your digital communications strategies. **This master class series will help you to:**  
• Understand the channels available, from LinkedIn to Twitter and determine the right offerings for each campaign  
• Know the right balance between different mediums and allocate budgets to experience maximum ROI to the new channels  
• Adopt LinkedIn as a publishing tool to drive content  
• Find out how to deepen digital communication beyond existing social media channels to become more social on social media  
• Measure, assess and update your social and digital communications strategies to effectively communicate with your audience  
• Hear case examples on using unbranded content to engage audiences and encourage action  
**Speakers include:** Stacy Burch, Senior Director, Corporate Reputation and Digital Communications, SANOFI  
Kelly Dencker, Senior Vice President, Director of Health and Academics, COYNE PR  
Brenna Robinson, Senior Manager, Corporate Communications & Digital Strategy, PFIZER |
| 10:30 | Networking and Refreshment Break in Exhibit Hall |                                                                                                                                                                                                       |
| 11:00 | NEW ERA COMMUNICATIONS                            | In the last couple of years we’ve seen a tremendous rise in the popularity of and value in content. Communicators are now shifting from complex messages to simpler and concise messaging to reach key audiences. Storytelling has been at the forefront of this shift to help translate complicated science into health consumer messages as well as the new drive toward trend spotting. **This master class series will help you to:**  
• Translate complicated science into health consumer messages  
• Utilize patient insights as a starting point to making stories personal and relatable while underlined by credibility  
• Gain an overview of the current landscape to identify trends in messaging  
• Collate concepts and juxtapose them against each other to come up with a new message  
• Understand how the 2014 FDA guidance for social media is being interpreted across the industry  
**Speakers include:** Nancy Glick, Senior Vice President and Director, Health Affairs, MSLGROUP  
Josef Haslam, Managing Director, PHOENIX STRATEGIES, LLC  
Andrew Lewis, Director, Global Public Affairs, ABBVIE  
Diana Littman Paige, Executive Vice President, MARINA MAHER COMMUNICATIONS  
Laurie Ostroff-Landau, Director, Public Relations, EISAI INC. |
| 10:30 | CORE PR STRATEGY                                  | The life sciences industry has experienced rapid global expansion in recent years. The role of the communicator is the central component in ensuring consistent and clear messaging at the internal, external and product communications levels to drive maximum value. Find out how to create global communications strategies to convey consistent messaging across cultures, know how to communicate effectively with key audiences in emerging markets and gain communications solutions to improve global healthcare issues. **This master class series will help you to:**  
• Gain lessons learned from overcoming challenges to messaging posed by language and cultural dynamics  
• Learn how to create and sustain a high degree of employee engagement across a culturally diverse employee population  
• Understand the regulatory requirements and challenges posed by different countries to drive forward compliant messaging  
• Know how to assess and weigh risks when it comes to issues of intellectual property  
**Speakers include:** Dr. Sherryl Broverman, Associate Professor, DUKE UNIVERSITY and Chair, WISER (WOMEN’S INSTITUTE FOR SECONDARY EDUCATION AND RESEARCH)  
Kerry Maslanka, Corporate Strategy Communications, Global Communications, MERCK  
Scott Wright, Executive Director, Global Communications, MERCK  
Vanessa McGowan, Vice President, Communications Head, Global Established Pharma Business, PFIZER |
| 10:30 | GLOBAL COMMUNICATIONS                             | As communicators of this industry, we are tasked with immense responsibilities which include evolving with the changing landscape while maintaining a level of mastery for what is core to the PR function. We must be able to act quickly in crisis situations, effectively meet ongoing corporate reputation needs with proactive programs, and effectively manage the flow of information throughout our organization. **This master class series will specifically address:**  
• Establish a crisis response strategy for a swift and coordinated response  
• Developing innovative healthcare reputation programs and learning best practices from other industries  
• Creating effective channels to cascade information throughout an organization to encourage team member engagement  
**Speakers include:** Samina Bari, Formerly, Senior Director Public Affairs and Corporate Communications, IKARIA  
Christine Cassiano, Co-Founder, ARC2 COMMUNICATIONS  
Cynthia Clayton, Vice President, Investor Relations and Corporate Communications, ALNYLAM PHARMACEUTICALS, INC.  
Sean Clements, Director, Public Relations and Brand Communications, SANOFI PASTEUR  
Chris Loder, Senior Director of Worldwide Communications and Head of U.S. Media Relations, BAYER HEALTHCARE  
Brian O’Donnell, Senior Director, Corporate Affairs, ENDO PHARMACEUTICALS  
Sherry Pudloski, Head of Global Innovative Pharmaceutical Communications and Head of Reputation, PFIZER  
Andrea Rothschild, Co-Founder, ARC2 COMMUNICATIONS |
PLENARY SESSIONS RESUME

12:45 Luncheon

1:45 Getting a Seat at the C-Suite Table

• Develop the PR function in the context of the deepest company goals
• Gain strategies for practical and meaningful interaction with the CEO
• Ensure the communications strategy is central to the corporate strategy and brought into every business decision

Tierney Saccavino-Payne, Senior Vice President, Corporate Communications, ACORDA THERAPEUTICS, INC

Walking in the Shoes of Legal to Take Steps Toward Improved Collaboration

• Know what’s on the legal department’s plate and what guides disclosure
• Find out what legal is thinking from previous enforcement actions to the overall company perspective to any pending business with the FDA

2:45 Transparent Clinical Data Sharing: Perks and Pitfalls

• Data sharing and the possibilities for advancing cancer research
• The Project Data Sphere initiative: Sparking innovation through data access

Joel Beetsch, PhD, Vice President, Patient Advocacy, Corporate Affairs, CELGENE CORPORATION

SPONSORSHIP AND EXHIBITING OPPORTUNITIES

Do you want to spread the word about your organization’s solutions and services to potential clients who will be attending this event? Take advantage of the opportunity to sponsor, underwrite an educational session, host a networking event, or distribute promotional items to attendees. ExL Pharma will work closely with you to customize a package that suits all your needs. To learn more about these opportunities, please contact Steve Decker at (212) 400-6234 or sdecker@exlpharma.com

EXL PHARMA WOULD LIKE TO THANK THE 2014 ADVISORY BOARD:

Amy Ba, Director, Global Oncology Communications, SANOFI
Samina Bari, Formerly, Head of Corporate Communications, IKARIA
Cathy Cantone, Director, Public Relations, Immunology & Inflammation, CELGENE
Karen Carolonza, Managing Partner, GREEN ROOM PUBLIC RELATIONS
Donna Cusano, Global Commercial Strategic Communication Lead, JANSSEN
Jeff DeMarrais, Chief Communications Officer, GE HEALTHCARE
Ray Kerins, Senior Vice President, Head of Communications, Government Relations & Policy, BAYER HEALTHCARE
Andrew Lewis, Director, Global Public Affairs, ABBVIE
Chris Loder, Senior Director of Worldwide Communications and Head of U.S. Media Relations, BAYER HEALTHCARE
Wendy Lund, CEO, GCI HEALTH
Joff Masukawa, Vice President and Global Head, Government Relations and Public Affairs, SHIRE
Tierney Saccavino-Payne, Senior Vice President, Corporate Communications, ACORDA THERAPEUTICS

CASE STUDY

As the role of public relations and communications professionals evolves, it is important to assess current communications trends, provide insight into the future and take a look back to formulate effective strategies.

- Amy Ba, Director, Global Oncology Communications, Sanofi

The stakes have never been higher to keep ourselves marketable and seen as a value provider. This is your opportunity to advance the skills you need to remain competitive.

- Ray Kerins, Senior Vice President, Head of Communications, Government Relations & Policy, Bayer HealthCare

MEDIA PARTNERS

www.PM360.com, pharmaphorum, PharmaVOICE, PR Newswire, CanBiotech, O’Dwyers, SFPN

To Register: Call 866-207-6528 | Visit http://exlpharma.com/pr | Twitter: #ExLPRSummit
To Register:
Call 866-207-6528 | Visit http://exlpharma.com/pr | Twitter: #ExLPRSummit

$2095
$2295
$2095

Registration Fees

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>for pharma/biotech/medical technology</td>
<td>$1695</td>
<td>$1895</td>
<td>$2095</td>
</tr>
<tr>
<td>agencies and solution providers</td>
<td>$1895</td>
<td>$2095</td>
<td>$2295</td>
</tr>
</tbody>
</table>

Questions? Comments?
Do you have any questions, comments on the program, or have specific topics you would like addressed? Would you like to get involved as a speaker, moderator or discussion leader? Please email the Program Director at malvord@exlpharma.com

Group Discount Programs
Save 25% per person when registering four
For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at a time).
Save 15% per person when registering three
Can only send three? You can still save 15% on each registration.

Payment
Make checks payable to ExL Events, Inc. and write code C443 on your check. You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer, and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

Please note, there will be an administrative charge of $300 to substitute, exchange and/or replace attendance badges with a colleague occurring within five business days of any ExL conference.

Cancellation Policy
If you need to cancel your registration for an upcoming ExL conference, please follow the following policies derived from the Start Date of the event:

Four weeks or more: A full refund (minus $295 processing fee), or a voucher to another ExL event valid for 18 months from the voucher issue date.

Four weeks or less: A voucher to another ExL event valid for 18 months from the voucher issue date. If you cancel at any time after receiving the conference documentation, the voucher will be $395 less.

To receive a refund or voucher, please fax your request to 888-221-6750 or call 212-400-6240.

ExL Pharma reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel, or any other costs incurred by registrants. ExL Pharma’s liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speaker or venue.

Terms and Conditions
By registering for an ExL Events, Inc. (“ExL Pharma”) event, you agree to the following set of terms and conditions listed below:

Registration Fee: The fee includes the conference, all program materials and designated continental breakfasts, lunches and refreshments. The opinions of this faculty do not necessarily reflect those of the companies they represent or ExL events, Inc. The content in ExL slide presentations, including news, data, advertisements and other information, is provided by ExL Events, Inc.’s (“ExL’s”) designated speakers and is designed for informational purposes for its attendees, and is NOT INTENDED for purposes of copywriting, not redistribution to other outlets without the express written permission of ExL’s designated speaking parties. Neither ExL, nor its content providers and/or speakers and attendees shall be liable for any errors, inaccuracies or delays in content, or for any actions taken in reliance thereon. ExL EVENTS, INC. EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, AS TO THE ACCURACY OF ANY OF THE CONTENT PROVIDED, OR AS TO THE FITNESS OF THE INFORMATION FOR ANY PURPOSE. Although ExL makes reasonable efforts to obtain reliable content from third parties, ExL does not guarantee the accuracy of or endorse the views or opinions given by any third party content provider. ExL presentations may point to the other Internet sites that may be of interest to you, however ExL does not endorse or take responsibility for the content on such other sites.

Venue
Bayer HealthCare US Headquarters
100 Bayer Blvd.
Whippany, NJ 07981

ExL is not holding a block of rooms but we are recommending the following local hotels to book a guest room reservation at if you are in need of housing for the meeting:

Hanover Marriott, East Hanover
1401 New Jersey 10
East Hanover, NJ
Tel: (973) 538-8811 or (800) 242-8681
http://www.marriott.com/hotels/travel/ewrhn-hanover-marriott
2.1 miles or 5 minute taxi

The Westin Governor Morris, Morristown
2 Whippany Rd
Morristown, NJ
Tel: (973) 539-7300 or (800) 937-8461
http://www.westingovernormorris.com
2.7 miles or 7 minute taxi ride

Courtyard Hanover Whippany
157 New Jersey 10
Whippany, NJ
Tel: (973) 887-8700 or (800) 321-2211
0.9 miles or 8 minute taxi ride

Hyatt house Parsippany/Whippany
1 Ridgegade Ave
Whippany, NJ
Tel: (973) 605-1001 or (800) 633-7313
http://www.whippany.house.hyatt.com
1.9 miles or 8 minute taxi ride