

# Strategic MedComms Forum 2010

Reshaping the healthcare  
conversation

Oxford 30<sup>th</sup> September 2010

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NetworkPharma



# **Strategic MedComms Forum 2010: Reshaping the healthcare conversation. Oxford, UK.**

**09.00 Registration, refreshments and time to explore the museum**

**10.00 Welcome and Introduction**

**Chairman and Inquisitor: Professor Trevor Jones CBE (Director of Allergan Inc (USA) and Sigma Tau S.p.A (Italy). Chairman of the UK stem cell biotech company ReNeuron plc, the International CRO Synexus Ltd, a member of the Boards of NextPharma Technologies Ltd, SciClone Pharmaceuticals Inc (USA), VeronaPharma plc and Tecnogen S.p.A )**

**10.15 Session 1: The changing landscape**

**Session Lead Dr Leo Francis (President, Publicis Medical Education Group) together with Dr Dennis Joseph, (Area Head, Clinical Operations, Pfizer Worldwide Research & Development), Dr Richard Smith (Board member, Public Library of Science) and Dr Alex Wyke (CEO, PatientView)**

**11.30 Tea break**

**12.00 Session 2: The continuing evolution of Medical Education and the place of CME**

**Session Lead Chris Stevenson (Senior Commercial Director Global CME, Haymarket) together with Dr Tim Ringrose (Director, Doctors.net), Professor Robin Stevenson (President, European Board for Accreditation in Pneumology) and Dr Monica Shaw (Global Medical Affairs Director at Shire Pharmaceuticals)**

**13.00 Lunch**

**14.00 Session 3: The paradigm shift; let's get social**

**Session Lead Dr Andrew Spong aka @andrewspong (Editorial Director, Nexus and Co-founder, Healthcare Social Media Europe #hcsmeu) together with Dr Annabel Bentley aka @doctorblogs (Medical Director at BUPA), Alex Butler aka @Alex\_\_Butler (Digital Strategy & Social Media Manager, Janssen Cilag) and Neil Crump aka @aurorahealthpr (Managing Director, Aurora)**

**15.00 Session 4: Defining the legitimate role of scientific communications between industry and stakeholders**

**Session Lead Charlie Buckwell (CEO, Medical Communications, McCann Healthcare Worldwide) together with Emma D'Arcy (Founder, medpharmaconnect), Dr John Gonzalez (Global Skills Lead - Publications, Global Clinical Development Department, AstraZeneca) and Chris Graf (Associate Editorial Director, Wiley-Blackwell)**

**16.15 Wrap up and review**

**Attendees are free to explore the museum until 17.00**



## The Chairman:

### **Prof Trevor M Jones CBE**

**PhD Hon DSc FRSC FRSM FPS FKC Hon FRCP FFPM FBPharmacolS. FCPP.**

Professor Jones is a Director of Allergan Inc (USA) and Sigma Tau S.p.A (Italy). He is Chairman of the UK stem cell biotech company ReNeuron plc, the International CRO Synexus Ltd, a member of the Boards of NextPharma Technologies Ltd, SciClone Pharmaceuticals Inc (USA), VeronaPharma plc and Tecnogen S.p.A. He is a visiting professor at King's College, London and holds honorary degrees and Gold Medals from 6 universities.

From 1987-94, he was a main board director of The Wellcome Foundation, where he was responsible for R&D including the development of AZT, Zovirax, Lamictal, Malarone and other medicines. He is a founder member of the Geneva-based, Public: Private Partnership, Medicines for Malaria Venture (MMV) and in 2004 was appointed to the World Health Organisation (WHO) Commission on Intellectual Property Rights, Innovation and Public Health (C.I.P.I.H). He was for 12 years a member of The UK Government regulatory agency, The Medicines Commission. For 10 years until September 2004 he was Director General of the Association of the British Pharmaceutical Industry (ABPI) a member of Council of IFPMA and the Board of EFPIA.

In 2005 he was the winner of the SCRIP Life Time Achievement award for his contribution to the pharmaceutical sciences and industry.

He was honoured by Her Majesty Queen Elizabeth II by the award of CBE in the 2003 New Year's Honours List.

## The Panellists

### **Dr Annabel Bentley**

Dr Annabel Bentley is currently medical director at Bupa Health and Wellbeing, responsible for medical affairs in Bupa's UK insurance and health businesses. She has led the development of patient education materials, including web health tools for customers across the group.

Bupa's purpose is to help people lead longer, healthier, happier lives. A leading international healthcare group, it offers personal and company health insurance, runs care homes for older people and hospitals, and provides workplace health services, health assessments and chronic disease management services, including health coaching, and home healthcare.

With no shareholders, Bupa invests its profits to provide more and better healthcare. The company is committed to making quality, patient-centred, affordable healthcare more accessible in the areas of wellness, chronic disease management and ageing.

Employing over 50,000 people, Bupa has operations around the world, principally in the UK, Australia, Spain, New Zealand and the USA, as well as Hong Kong, Thailand, Saudi Arabia, India, China and across Latin America.

## **Charlie Buckwell**

Charlie brings 21 years experience in Biopharmaceutical marketing and communications, including highly successful leadership roles within both industry and communication agencies.

Charlie started his career in UK sales & marketing before moving into global marketing roles for AstraZeneca. He joined McCann Healthcare Worldwide in 2001, as Commercial Director for Complete Medical Group, taking over as Chief Executive in 2005, a position he held until mid-2009. In that time he led the development of Complete Medical Group into one of the world's largest, most capable and best reputed medical communications agencies.

Mid-2009 Charlie was promoted to CEO, McCann Medical Communications, with all McCann Healthcare's med comms businesses worldwide reporting into him, including Complete Medical Group and Caudex Medical. In this role, Charlie is leading the re-alignment and expansion of McCann's medical communications businesses, with the aim of building the leading global medical communications and market access network, able to meet the needs of global, regional and national clients, wherever they are based.

During his time agency-side, Charlie has been engaged on many famous healthcare brands, in strategic consultancy, and in designing both development and communication programs. He is passionate about bringing the evidence to life in clinical practice, and the potential for global-regional-local scientific communication programs to help deliver improved patient care, along with improved industry engagement and transparency.

Charlie holds an MBA from Lancaster Management School, with specialism in strategy development, intervening in complex organizations and systems, and managing change in practice. As an advocate of Pharma's role in scientific communication and healthcare provision, he has been published in the Journal of Medical Marketing and the BMJ, in addition to several thought leading articles and presentations for industry journals and conferences.

## **Alex Butler**

Alex has worked in the pharmaceutical industry for over ten years across the breadth of the business including Market Access, Marketing and Communications. He now works as Digital Strategy & Social Media Manger in the UK. He has a passion for new media and developed an award winning fully digital integrated campaign as Product Manager. In Corporate Communications he pioneered a successful twitter presence for Janssen (the first active UK pharmaceutical account) and industry leading digital media relations including a virtual newsroom. Janssen put patients at the centre of what they do and this is reflected in numerous disease awareness and patient support projects utilizing new media, including Psoriasis, ADHD and HIV.

## Neil Crump

Neil is a communications professional with a bioscience background and a passion for healthcare. Experienced in both agency and in-house client roles, he co-founded Aurora, a London-based healthcare communications agency, in 2005.

Aurora takes a no nonsense approach to identifying and delivering what pharma, device, professional and patient group clients need. The agency has expertise across media, branding, digital, the NHS and medical education, and enjoys working with clients to tell their story. Aurora is also the UK partner in GLOBALHealthPR, the largest independent public relations organisation dedicated exclusively to health and medical communications worldwide.

Neil believes that genuine, open engagement in social media benefits everyone involved and can positively improve health outcomes. Neil chats prolifically in the social media space. He tweets from @aurorahealthpr and blogs along with his team on [www.auroracommsblog.com](http://www.auroracommsblog.com). July this year saw Aurora launch the ironically named We Hate Social Media campaign on YouTube, to help pharma folk doubters find the love for social media and find the best ways, where there is a clear need, to integrate social media with traditional marketing and communications activities.

Neil studied Applied Biology at the University of Bath and worked for two years as a microbiologist. He first got into communications in 1995 as press officer for a top-five university.

Before launching Aurora, Neil was board director of Athena Medical PR for three years. Prior to this he was Associate Director with CPR Group, a Fleishman-Hillard company, which he joined in 1997. During his time at CPR, he managed the launch of a gastroenterology medicine in the UK while on a three-month secondment to the UK marketing company of AstraZeneca.

Over his career, Neil has amassed experience across a broad range of conditions from Aids/HIV medicines and diagnosis to urinary incontinence, via cardiology and oncology and a brief flutter in the interesting world of facial aesthetics. His scientific background ensures an ability to quickly adapt to any new therapeutic area. His team's client work has won numerous UK and international awards in areas including immunology, smoking cessation, pharmacist education and dermatology.

Outside of Aurora, Neil is co-chair of the newly formed Digital Sub-Committee of the Healthcare Communications Association (HCA), a not-for-profit organisation which promotes excellence in healthcare PR and medical education. He is also an active member of the Twitter-based [#hcsmeu](https://twitter.com/hcsmeu) community which seeks to democratise the health conversation between patients, healthcare professionals, the pharmaceutical industry and other key stakeholders.

## Dennis Joseph

Dennis gained a PhD in Pharmacology before joining the industry as a CRA and held clinical research operational and management roles of increasing responsibility in several pharmaceutical companies and a CRO before joining Pfizer UK as Head of Clinical Research in 1999. In his current role Dennis is responsible for Phase II-IV clinical research operations across Western Europe, Korea and Australia. A major part of his role includes process development and Dennis has led the implementation of a Functional Service Provider model for monitoring and CTA resources in major European markets and Canada. More recently Dennis has been leading the implementation of Pfizer's new global clinical trial foot print.

## Emma D’Arcy

Emma D’Arcy is a communication strategist for the pharmaceutical and healthcare industry. With a heritage in medical communications, Emma has worked with pharmaceutical companies, the medical profession, research organizations and patient groups for 15 years. Emma has completed every type of communication project across almost all disease areas and since 2006 has campaigned about the value of social media channels to create a new era of positive and visible networking between healthcare professionals.

Emma founded the first social networking site for positive industry-physician interactions, co-chaired the inaugural EU conference on KOL relationships and organises annual Expert Sessions that address the challenges of appropriate conduct between the medical community and the pharmaceutical industry. Emma authored a landmark White Paper, “Sticky or Stuck” in 2009 that consolidated industry thinking, concerns and desires around the use of social media and recently completed an interview series with more than 100 pharmaceutical companies about their social media infrastructures and capabilities. Accordingly, Emma has been invited to contribute to the ABPI’s ‘Trust’ initiative about the perils and pleasures that engagement via social media permits.

As an advocate for the pharmaceutical industry and a passionate believer that aligning the aspirations and ambitions of all stakeholders in healthcare is key to improving outcomes for patients, Emma is frequently invited to comment on the positive aspects of working with the pharmaceutical industry and to author articles about the industry. This has included running workshops, focus groups advisory boards and global initiatives on topics as far reaching and politically-sensitive as lowering drug prices in Africa, establishing promotional literacy through the medical community and even promoting the importance of encouraging women to take up a career in science.

Emma was recently published/has publications pending in the *BMJ*, *PM Europe*, *PharmaFocus*, *PLOS*, *JMM* and *Boston Review* about the challenges surrounding the value of interactions. She is also an invited reviewer of patient sites for the eyeforpharma group.

Emma founded and leads [www.medpharmaconnect.com](http://www.medpharmaconnect.com), one of the Pharma Social Media Group of channels, which has a global reach to >75k physicians, has seen community registration increase by 300% each week since launch in May and now includes physicians from 20 therapeutic areas and participation by 30 pharmaceutical companies. Emma will use this platform to continue to encourage ‘Good Relationship Practice’ between pharmaceutical and medical professionals and to provide a repository where case studies of social media excellence can be highlighted.

## Leo Francis

Leo began his healthcare career in international clinical development at Gensia Europe Limited (1990) focussed on the development of novel cardiovascular agents in surgery and arrhythmia diagnosis culminating in the successful approval of a novel device and drug combination. Thereafter turning his skills to marketing support and early commercialization of the new product.

While still being UK based, Leo then moved into medical communications utilizing his client-side pharmaceutical knowledge combined with a keen business acumen, robust scientific credentials and an extensive publication heritage, initially at Adelphi Group followed by leadership positions at Gardiner-Caldwell Communications and OCC Europe, Ltd. where he held the position of President/Managing Director (2001 - 2005). These positions provided an in-depth understanding and expertise in international marketing, medical education and communications with most major pharmaceutical manufacturers, through the creation and implementation of International integrated product marketing programmes, communication planning, product strategy, message management, branding development, opinion leader development, advisory boards, publication planning/strategy and product consultancy.

In 2005 Leo relocated to the United States to eventually become President of Adelphi Eden Health Communications, a division of the Adelphi Group, before joining Publicis Healthcare Communications Group to lead Publicis Medical Education Group (PMEG) of agencies as President; his current position.

PMEG is an eclectic group of medical education agencies with a passion and unwavering commitment to educational leadership in the life changing dialog around health and wellness. With around 300 communication professionals across North America and UK, serving multinational clients through 5 core agency brands; three full service promotional medical providers (Medicus International [London & New York]), Discovery Chicago, Science & Medicine, one full-service, ACCME-, ACPE- and IACET-accredited independent medical education provider, DIME and Maxcess (Managed Markets & Market Access provider). PMEG (part of Publicis Healthcare Communications Group), is an authoritative, trusted and provocative partner in creating value in healthcare communications, aimed at transforming clinical care and the management of patients

Leo's talent in organizational leadership, product/business development and producing winning teams is exemplified by the high-level positions he achieved and held throughout his career to date. Most recently he was honored in the PharmaVoice 100 (July / August 2010) magazine as one of the 100 most inspiring, motivating and outstanding leaders in the life sciences industry. Leo holds a Ph.D. in Physiology and Pharmacology from the University of Central Lancashire/Liverpool University.

## **John Gonzalez**

John is a UK registered pharmacist who spent the first part of his career in academia, completing his PhD in neuroscience and subsequently lecturing in pharmacology. For the past 24 years he has worked in the publishing, healthcare agency and industry environments. He entered the world of healthcare communications and publishing by joining Adis International (now part of Wolters Kluwer Health) where he held several roles including General Manager (Germany), Business Development Director and Editorial Director. John then joined AstraZeneca in 2000 as a Global Publications Manager working in the neurology, pain, anaesthesia and psychiatry areas. He then moved into the area of Global Professional Relations at AstraZeneca in the psychiatry field - a position he held for 3 years.

John is the Global Skills Lead for Publications at AstraZeneca based in Clinical Development at Alderley Park, UK. He is responsible for skills development and implementation of the company's publication policy across all divisions.

## **Chris Graf**

Chris Graf is Associate Editorial Director in Health Sciences journals at Wiley-Blackwell, where he is responsible for International Journal of Clinical Practice ([www.IJCP.org](http://www.IJCP.org)) and a broad portfolio of innovative publishing ventures. Chris is council member of COPE (Committee on Publication Ethics, [publicationethics.org](http://publicationethics.org)), and first author of GPP2 (Good publication practice for communicating company sponsored medical research: the GPP2 guidelines published in BMJ). He is almost always happy to sit down for a chat over a coffee.

## **Tim Ringrose**

Tim graduated from St Andrews University and trained in nephrology and intensive care in Oxford before joining Doctors.net.uk in 2000. Tim has a strong interest in medical education and was an honorary senior lecturer at Warwick Medical School until 2007. Tim has authored many articles in the medical press and acts as spokesperson for the online network of doctors.

## **Richard Smith**

Richard Smith is director of the UnitedHealth Chronic Disease Initiative which is collaborating on a global programme with the National Heart, Lung and Blood Institute. This is a programme to create centres in the developing world to counter the pandemic of chronic disease (cardiovascular disease, diabetes, obesity, chronic respiratory disease, and the cancers caused by smoking, poor diet, and physical inactivity.) The programme is funding centres in China, Bangladesh, India, Pakistan, Tunisia, Kenya, Tanzania, South Africa, Central America, Argentina, Peru, and the US Mexico Border. The UnitedHealth Group is one of the largest health and wellbeing companies in the world.

Previously he was the chief executive of UnitedHealth Europe, a subsidiary of the UnitedHealth Group that works with public health systems in Europe. Before that he was for 13 years editor of the British Medical Journal and chief executive of the BMJ Publishing Group. Altogether he was 25 years at the BMJ.

Having qualified in medicine in Edinburgh, he began his career working in hospitals in Scotland and New Zealand. He also worked for six years as a television doctor with the BBC and TV-AM and has a degree in management science from the Stanford Business School.

A member of the board of the Public Library of Science and chair of the Cochrane Library oversight committee, he is also the editor of Cases Journal (a journal that aims to publish tens of thousands of case reports a year and gather them in a database), an honorary professor at the University of Warwick, chair of the board of Patients Know Best (a start up that uses information technology to improve doctor patient partnership), a member of the governing council of St George's, University of London, and a member of the UK Panel on Research Integrity in Health and Biomedical Science.

Made a Commander of the British Empire in 2000, he is a manic blogger and Tweeter and comes from a family of comedians and loves making soup, porridge, marmalade, and trouble.

## **Andrew Spong**

Dr. Andrew Spong worked for a decade in academia and a further 11 years in scholarly publishing before turning his attention to the health conversation on the social web. An industry thought leader, Dr. Spong publishes regular comment and analysis at STwem.com, and is the co-founder of influential Twitter-based community Healthcare Social Media Europe (#hcsmeu).

Dr. Spong assumed the position of Editorial Director, Nexus, part of the P\S\L group, in June 2010.

## **Chris Stevenson**

Chris has spent over 20 years in the pharmaceutical and medical communications and education industries. He was responsible for the launch and global roll out of Risperdal for Johnson and Johnson. Chris then ran the Gardiner Caldwell Communications company and set up the GS US operations. Following the sale of Gardiner Caldwell to the Thomson Corporation Chris moved to the US to restructure and revitalise a number of Thomson businesses. Chris now lives in Cheshire, UK where he is developing an EU based CME/CPD business for the Haymarket company.

## **Robin Stevenson**

Professor Robin Stevenson is a recently retired consultant physician in respiratory medicine from Glasgow Royal Infirmary. His main clinical interest was Intermediate Care in COPD and he pioneered the use of Hospital at Home for patients with acute exacerbations. He continues to be involved in training and CME accreditation at the European level and is President of the European Board for Accreditation in Pneumology and serves on the Hermes taskforce which has published a European curriculum for respiratory medicine and has also established a European examination in pneumology. He is president of the Pneumology Section & Board of the UEMS.

## **Alexandra Wyke**

Alex Wyke is CEO and Founder of The PatientView

1996-2000. Alex Wyke responsible for creating and running a successful international healthcare publishing unit at *The Economist Intelligence Unit*.

1983-1996. Alex Wyke business and science correspondent for *The Economist* (also writing for the *Harvard Business Review*, the *Daily Telegraph*, and *The Economist's The World in 1995, 1996*, etc).

1997. Alex Wyke's book, *21st-Century Miracle Medicine*, published by Plenum (see Amazon.com).

1996. Alex Wyke elected by the BBC to participate in a small team assessing the Corporation's radio and TV coverage of technology.

Alex Wyke lectures and chairs healthcare forums worldwide. She has worked for television and radio, appearing in an expert capacity in many programmes. Alexandra Wyke sits on the advisory board of the healthcare initiative of INSEAD management school, Paris, France.

Alexandra Wyke has a PhD in biochemistry from St. George's Medical School, London.

## Delegates:

Gareth Abbit, Medicus International  
Penny Allinson, IMC  
Paul Archer, Virgo HEALTH  
Elaine Bell, CHOICE PHARMA  
Joe Bennett, Nature Publishing Group  
Annabel Bentley, BUPA  
Ruth Bentley, Oxford PharmaGenesis  
Max Brady, Chandler Chicco  
Tim Brandreth, WRG  
Michael Brown, Oxford University Press  
Ali Buchanan, Highfield Communications  
Charlie Buckwell, McCann Healthcare Worldwide  
Alex Butler, Janssen Cilag  
Sarah Butterworth, Medical Knowledge Group  
Barbara Byth, Axon Communications  
Katherine Challoner, inScience Communications  
Alice Choi, Complete Medical Group  
Peter Crespín, The Writers Bureau  
Neil Crump, Aurora  
Emma D'Arcy, medpharmaconnect  
Laura Davies, IMC  
Steve Dawber, IMC  
Martin Delahunty, Nature Publishing Group  
Kshipra Desai, Scope Medical  
Marian East, MedSense  
Richard Evans, Darwin Healthcare  
Matthew Evans, 7.4 Bioscience  
Claire Ferrie, Communigen  
Elif Fincanci-Smith, Darwin Healthcare  
Trevor Fitzpatrick, PAREXEL  
Gail Flockhart, Fishawack Communications  
Leo Francis, Publicis Medical Education Group  
Elaine Furguson, Chandler Chicco  
Martine Garabette, 7.4 Bioscience  
Laura Gardiner, Medicus International  
Emma George, Succinct Healthcare  
Darren Gillgrass, Informa  
Beryl Gonzalez, ReprintsPlus  
John Gonzalez, AstraZeneca  
Chris Graf, Wiley-Blackwell  
Sue Guthrie, Ogilvy 4D  
Juliet Harris, Medicus International  
Lindsey Heer, 7.4 Bioscience  
Anna Heinink, Informa  
Joanna Hulme, Health Interactions  
Adam Jacobs, Dianthus Medical  
Sarah Jakeman, Informa  
Rob Jones, Pegasus PR  
Trevor Jones, Chairman  
Dennis Joseph, Pfizer  
Thomas Kellner, MSD

Elizabeth Knowles, Informa  
Tina Kohnstam, Caudex Medical  
Sue Laing, Scope Medical  
Peter Llewellyn, NetworkPharma  
Lisa Lovelidge, Hermes Medical Communications  
Peter Mansell, PharmaTimes  
Barbara McManus, Management Forum  
Rowena Mcmenamin, ACUMED  
Marco Mohwinckel, Janssen-Cilag  
Joseph Mole, ACUMED  
Helen Morgan, Medical Knowledge Group  
Rick Morton, PAREXEL  
Tim Mustill, ACUMED  
Paul Newman, In Situ  
Luke Osbourne, QXV  
Nadine Oweis, Medicus International  
David Pearce, Complete Medical Group  
Gemma Pfister, ACUMED  
Caroline Phillips, Wiley-Blackwell  
Abbie Pound, Succinct Healthcare  
Eugene Pozniak, Siyemi Learning  
Leyna Prince, Medicus International  
Ed Purkis, Virgo HEALTH  
Adnan Rahman, Amgen  
Liz Reader, Independent  
Graeme Reay, Health Interactions  
Sarah Redston, Health Press  
Paul Richards, inScience Communications  
Tim Ringrose, Doctors.net  
Jan Roberts, inScience Communications  
Dana Rodden, GSK  
Andree Rose, Independent  
Susan Scott, Ipsen  
Gavin Sharrock, Wiley-Blackwell  
Monica Shaw, Shire Pharmaceuticals  
Lisa Short, Carrot Pharma Recruitment  
Shirley Smith, Prism Ideas  
Jane Smith, Medicus International  
Richard Smith, Public Library of Science  
Andrew Spong, Nexus  
Matthew Stanton, 7.4 Bioscience  
Chris Stevenson, Haymarket  
Robin Stevenson, EBAP  
Ken Sutor, Independent  
Rebecca Thomas, Medicus International  
Emma Townsend, Carrot Pharma Recruitment  
Paul Tunnah, pharmaphorum  
Michelle Turner, inScience Communications  
Liz Wager, Sideview  
Mike Weetman, Wiley-Blackwell  
David Williams, 3C Strategy  
Glenn Wilson, Complete HealthVizion  
Ryan Woodrow, Independent  
Alex Wyke, PatientViewβce



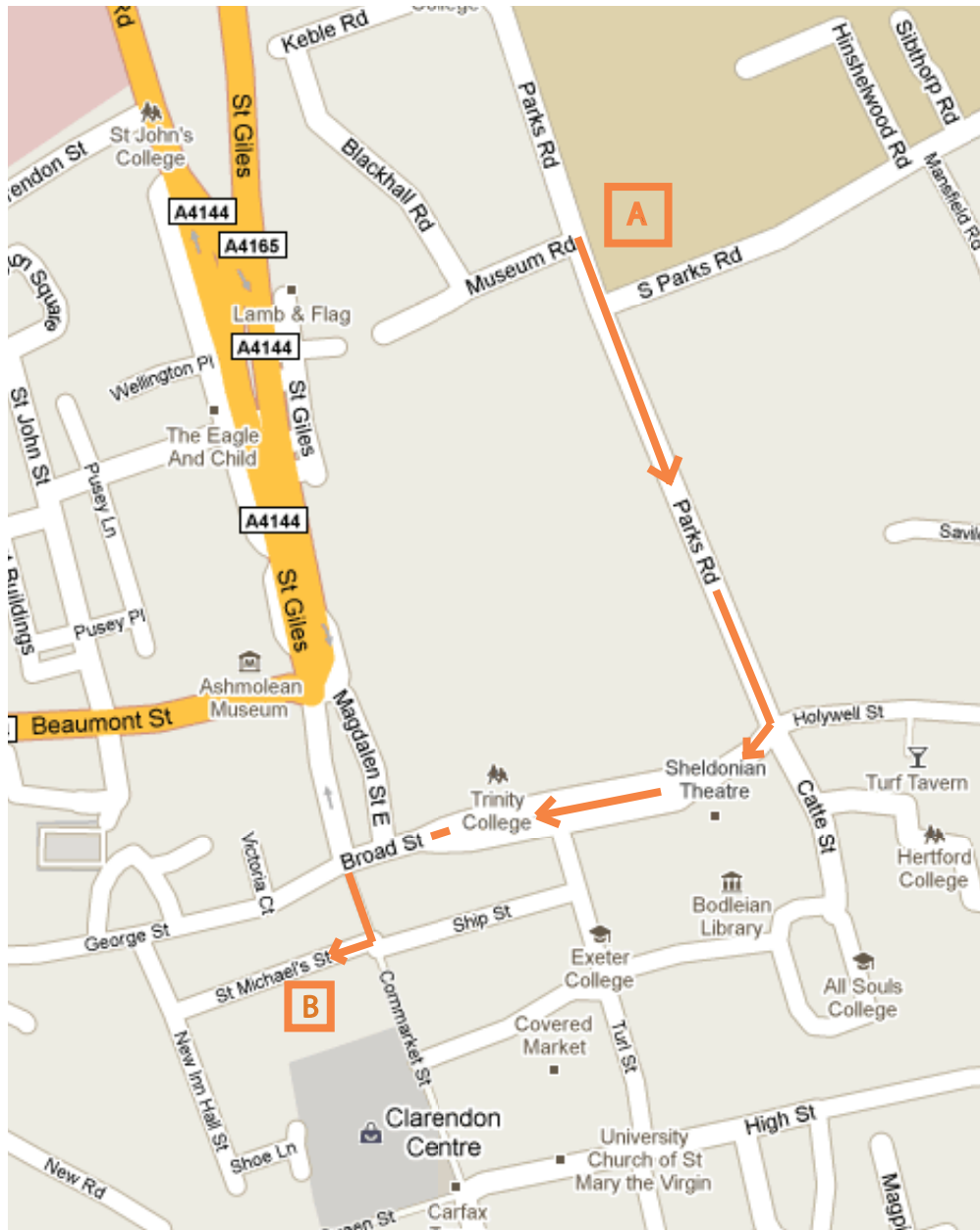
# Invitation

You are invited to join us at The PharmaTimes Great Oxford Debate

Oxford Union,  
Frewin Court,  
Oxford, OX1 3JB

Drinks Reception 17.30  
Debate starts 18.30

Please follow the arrows below!





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