

Strategic MedComms Forum 2011

**Trust and transparency –
myth and reality**

London 14th September 2011

www.medcommsforum.com



NetworkPharma

Strategic MedComms Forum 2011: Trust and transparency – myth and reality

14th September 2011, Wellcome Collection Conference Centre, London

09.00 Registration, refreshments and time to explore the Wellcome Collections

10.00 Welcome and Introduction

Chairman and Inquisitor: Phil Hammond (GP, writer and broadcaster)

10.15 **Session 1: Innovation, transparency and excellence from early phase onwards. Partners or foes?**

Session Lead: Leo Francis (President, Publicis Medical Education Group) together with Karen Winterhalter (Managing Director, Onyx Health), Graham Cox (Principal, IDEA Pharma), Mat Phillips (Director, Neovoca and Founder of ENGAGE) and Dennis Joseph (Area Head Clinical Operations, Pfizer)

11.20 Tea break

11.40 **Session 2: Sharing data. Opening the Pandora's box?**

Session Lead: Adam Jacobs (Director, Dianthus Medical) together with Tatjana Poplazarova (Director of Scientific and Public Disclosure, GlaxoSmithKline Biologicals), Iain Hrynaszkiewicz (Journal Publisher, BioMed Central), Doug Altman (Co-founder EQUATOR and Co-editor of *Trials*) and Lorna Fay (Senior Director, Publications Management, Pfizer, Inc.)

12.45 Lunch

14.00 **Session 3: Good Practice Guidelines. A triumph of hope over experience?**

Session Lead: Charlie Buckwell (Chief Executive, Complete Medical Group Worldwide) together with John Gonzalez (Director of Publications Policy, AstraZeneca and MPIP steering committee member), Eugene Pozniak (European CME Forum and Good CME Practice Group), Trish Groves (*BMJ Open*) and Elizabeth Wager (Publications Consultant and co-author GPP1 guidelines)

15.05 Tea break

15.25 **Session 4: Does transparency lead to trust? Or just loss of control?**

Session Lead: Richard Evans (Managing Director, Darwin Healthcare) plus Paul Woods (Director, Paul Woods Compliance), Chris Rains (Head of Global Publications, Shire Specialty Pharmaceuticals) and Ben Goldacre (Writer, broadcaster and medical doctor)

16.30 **Session 5: So, after all that, what next?**

Led by Charlie Buckwell together with Leo Francis, Adam Jacobs and Richard Evans

17.00 **Chairman's summary, close and wrap up**

The meeting will be immediately followed by a free Networking Drinks reception, sponsored by Dove Press, and all attendees are invited to explore the Wellcome Collections.

The Chairman:

Phil Hammond

Phil Hammond qualified as a doctor in 1987 and has become well known as a comedian as well as a respected commentator on health issues in the UK. Phil has written *Private Eye*'s medical columns, 'Doing the Rounds' and 'Medicine Balls', since 1992, and broke the story of the Bristol heart scandal. He gave evidence to the subsequent Public Inquiry and presented five series of 'Trust Me, I'm a Doctor' on BBC 2, exposing wide variations in care across the NHS. He is a strong advocate of patients, both as a Vice President of the Patients Association and a Patron of the Herpes Viruses Association. He is also a patron of the Doctors Support Network, for doctors with mental health problems. Phil has been a Lecturer in Medical Communication at the Universities of Birmingham and Bristol, and currently works as a part time GP in the Bristol area. He is much in demand as a speaker, facilitator and conference chair, and was recently described by Professor Michael Rawlins, Chair of NICE, as "the best chair we've ever had".

The Panellists:

Doug Altman

Doug Altman is director of the Centre for Statistics in Medicine in Oxford. He has published over 400 peer reviewed articles, many aimed at clarifying statistical ideas for medical researchers. His varied research interests include the use and abuse of statistics in medical research, studies of prognosis, regression modelling, systematic reviews, randomised trials, and studies of medical measurement.

Doug is senior statistics editor at the *BMJ* and co-editor-in-chief of *Trials*. He is actively involved in leading the developing of guidelines for reporting research, including CONSORT, STROBE, and PRISMA, and in 2006 founded the EQUATOR Network which seeks to improve the quality of scientific publications by promoting transparent and accurate reporting of health research.

Charlie Buckwell

Charlie brings 22 years' experience in biopharmaceutical marketing and communications, including highly successful leadership roles within both industry and communication agencies.

Charlie started his career in UK medical marketing before moving into global marketing roles for AstraZeneca. He joined Complete Medical Group in 2001, as Commercial Director, taking over as Chief Executive in 2005. Since then, Complete Medical Group has developed into one of the largest, most capable and best reputed agencies in the medical communications field.

Currently, Charlie is leading the further development of Complete Medical Group Worldwide, with the aim of building the premier global medical communications and market access network, able to add value at a global, regional and national level. This has involved establishing new capabilities to support national clients, alongside existing global teams in the UK and US. To date, national teams have been established in Australia, Canada, China, Germany, India, Japan, Korea, Singapore and Spain.

Charlie has been engaged on many renowned healthcare brands, both as a strategic consultant and in designing evidence-driven communication programmes, focusing on bringing the evidence to life in practice. He is passionate about the potential for global-regional-local scientific communication and exchange to help support evidence-based decision-making, and to deliver improved patient care alongside improved industry engagement, transparency and reputation.

Charlie holds an MBA from Lancaster Management School, specialising in strategy development, intervening in complex organisations and systems, and managing change in practice. As an advocate of pharma's role in scientific communication and healthcare provision, Charlie has presented at numerous industry conferences and authored several articles in well reputed journals, including the *Journal of Medical Marketing* and the *BMJ*. Often these have focused on the activation of evidence in clinical practice, or on the need for a more balanced and open debate about the role of industry as a stakeholder in healthcare provision.

Graham Cox

Graham worked in 'Big Pharma' for over 20 years in medical, sales and marketing roles, his last 11 years being involved with international marketing at AstraZeneca. "Keeping it simple" and "Getting it right early" are two of his work mottos. Apart from his IDEAtion role, Graham owns two startup businesses and is a freelance illustrator and inventor... he loves adrenaline vacations and weekends.

Richard Evans

Richard has 20+ years' experience in the healthcare industry, and has a hugely successful track record in building leading communication agencies. He is a leading expert in global medical education and he leads Darwin Healthcare's medical education and communication agencies in continental Europe. He has an extensive background in medical education and more than 20 years of experience working for major pharmaceutical firms in the international med-ed area.

Richard has a passion for creating thought-provoking and market-shaping communication programmes that make a real difference to patient outcomes. He has been at the forefront of the drive to ensure our industry is afforded the weight it deserves alongside the medical profession – as a partner to healthcare professionals in improving patient care. Richard is a supporter of the industry and a regular judge and group head at the annual Communique awards.

Before joining Darwin Healthcare, Richard was Commercial Director of Gardiner-Caldwell Communications, where he was one of the key drivers for business growth and strategy development over a 12-year period.

Lorna Fay

Lorna Fay is the Senior Director of the Publications Management Team at Pfizer's global head office in New York. Lorna oversees a team that is responsible for supporting Pfizer's product teams in planning and execution of publication plans. In addition, the Publications Management Team is responsible for the development of standard processes and procedures for publications, the creation and implementation of training programs, and the implementation of standard technology to support publication planning and execution. Lorna is a member of the Medical Publishing Insights and Practices initiative (MPIP).

Lorna holds a degree in cell biology and biochemistry from the University of York. Prior to her career in publications Lorna held leadership positions within project management and clinical development.

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, he turned 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 of 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 the 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.

Leo holds a PhD in Physiology and Pharmacology from the University of Central Lancashire/Liverpool University.

Ben Goldacre

Ben is an award-winning writer, broadcaster, and medical doctor who says he “specialises in unpicking dodgy scientific claims made by scaremongering journalists, dodgy government reports, evil pharmaceutical corporations, PR companies and quacks”.

He has written the weekly Bad Science column in the *Guardian* since 2003. “*Bad Science*” the book (*4th Estate*) has sold over 250,000 copies, reached #1 in the paperback non-fiction charts, and is being published in 18 countries.

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 25 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.

Since 2008 John has been in a leadership role in the Global Publications Group at AstraZeneca in Clinical Development at Alderley Park, UK. He is currently the Director of Publications Policy. John is a member of the Medical Publishing Insights & Practices (MPIP) Initiative steering committee and the Executive Committee of ISMPP.

Trish Groves

Trish has worked at the *BMJ* (*British Medical Journal*, bmj.com) for more than 20 years. She is one of three deputy editors and is also senior research editor. She leads the *BMJ* team that peer reviews and publishes original research articles, and also leads the journal’s international outreach programme, with key responsibility for helping researchers to maximise their chances of publication and for encouraging authors to send the *BMJ* their research. She writes and maintains the *BMJ*’s editorial policies and instructions to authors, and has co-developed the *BMJ*’s regular workshops on peer-review training.

On behalf of the *BMJ* Trish has been a member of several research-related organisations and groups: the council of the Committee on Publication Ethics (2008–10), the CONSORT 2010 group on reporting randomised controlled trials, and the SPIRIT group on reporting trial protocols. She is also participating in strategic efforts to encourage the sharing of raw research data, to develop prognosis research methods, to revise the EU clinical trials directive, and to improve the practice of grant review.

Trish helped to develop *BMJ Open* – the online-only open-access general medical journal launched by BMJ Group in early 2011 (bmjopen.bmj.com) – and is its Editor in chief. *BMJ Open* is dedicated to publishing medical research from all disciplines and therapeutic areas and considers all research study types, from study protocols to phase I trials to meta-analyses, including small or potentially low-impact studies.

Before joining the *BMJ* Trish trained in medicine at London’s Royal Free Hospital School of Medicine and then specialised in psychiatry, gaining MRCPsych in 1989. In 1998 she was an honorary research fellow at the School for Public Policy, University College London.

Trish has presented programmes and series for BBC World Service radio, presented TVam’s Doc Spot, co-authored the HarperCollins *Consumer Guide to Mental Health* (winner of the Medical Journalists’ Association best book of 1995) and edited the *BMJ* book *Countdown to Community Care* (1993).

Iain Hrynaszkiewicz

Iain Hrynaszkiewicz joined the open-access publisher BioMed Central as an Assistant Editor in 2006 and now, as Journal Publisher, has overall responsibility for the strategy, development and peer-review process of a portfolio of journals that have particular interests in reducing reporting bias in the biomedical literature, promoting reproducible research, data sharing and publication, and open science. These include the journals *BMC Research Notes* (<http://www.biomedcentral.com/bmcresnotes/>), *Trials* (<http://www.trialsjournal.com>) and *Open Network Biology* (<http://www.opennetworkbiology.com>). Iain oversees new product developments at BioMed Central and leads the publisher's open data initiatives, which include the annual Open Data Award, and multi-disciplinary projects to promote standards and best practice for sharing raw data – including guidelines for clinical trialists published in the *BMJ* in 2010, and a working group on publishing open data in 2011. He chairs BioMed Central's editorial policy and publication ethics meetings and has written detailed guidance for editors on duplicate publication.

Adam Jacobs

Adam is an experienced medical writer and statistician. Before setting up Dianthus Medical in 1999, he worked as a medical writer for both a small contract research organisation and a large medical communication agency. Adam has a PhD in organic chemistry from the University of Cambridge and an MSc in medical statistics from the London School of Hygiene and Tropical Medicine.

He takes an active role in the European Medical Writers Association (EMWA), and was president of the association in 2004–2005. In 2003, he set up EMWA's ghostwriting task force, as a result of which he was co-author of EMWA's guidelines on the role of medical writers in peer-reviewed publications. He is a regular workshop leader for EMWA's training workshops and a columnist in their journal, *The Write Stuff*, and was among the first few people to be awarded EMWA's advanced professional development certificate. He is also a fellow of the Institute of Clinical Research and a Chartered Scientist.

In his spare time, he enjoys cooking, gardening, karate, long-distance running, travel, and hill walking (but not usually all at the same time).

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 was 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.

Mat Phillips

Co-founder of Engage Health Alliance – Europe, a patient-centred organisation dedicated to facilitate multi-stakeholder engagement, Mat has over 20 years' experience in the pharmaceutical industry, with over 10 at Board level with Johnson&Johnson. His broad range of skills and experience span both traditional and new approaches to sales and marketing and he has pioneered a 'digital first' approach to support operating companies adapt to the challenges of a new business model.

Mat speaks passionately about the need for pharma to change and more closely engage with patients and the general public. His consultancy, Neovoca, helps pharma 'build a legitimate and valuable dialogue with patients' and he understands the real and perceived challenges facing companies as they adapt and change to a consumer-led world.

Tatjana Poplazarova

As Director of Scientific and Public Disclosure at GSK Biologicals, Tatjana leads an international team with representatives in Asia-Pacific, Europe, and the US. This multi-disciplinary team is involved in both regulatory submissions (writing of protocols, study reports, clinical study summaries) and disclosure activities (both web based disclosure and publications). Tatjana is one of the founders of the disclosure team at GSK Biologicals and has been spearheading both strategic and operational aspects related to disclosure of human subject research. Tatjana is also the Biologicals representative at the GSK decision-making body on disclosure activities.

Eugene Pozniak

Eugene Pozniak is Programme Director of the European CME Forum, a Not-For-Profit organisation bringing together all stakeholder groups with an interest in European CME, and Managing Director of Siyemi Learning, an independent European CME provider.

Following his degree in Chemistry, Eugene spent 12 years working in a variety of positions in the pharmaceutical industry, advertising and medical communications agencies.

He left the promotional sector for good in 2000, working since then exclusively in Continuing Medical Education (CME).

Eugene gives advice on CME matters and develops CME accredited programmes, both live events and e-learning, primarily for European doctors (pan-European and National). He has experience in CME for North America, Latin America, Japan and the Middle East. In 2006, Eugene founded Siyemi Learning, which supports the European CME-CPD Academy, an independent platform for accredited e-learning in Europe. In 2008, he partnered with Peter Llewellyn of NetworkPharma to create the European CME Forum which in addition to running its annual meeting also supports the Good CME Practice Group and the recently launched scholarly peer-review open-access *Journal of European CME*.

Chris Rains

Currently head of the global publications group for Shire Specialty Pharmaceuticals, Chris started his career as a clinical pharmacist with the UK NHS. From there he moved to New Zealand and switched to medical publishing and medical communications with Adis International/Wolters Kluwer Health. This took him to the United States, where he held various positions within Adis' North American operation and led communication plans for many well-known brands.

In 2002, Chris joined AstraZeneca as the US publication lead for Nexium, having been involved with that plan on the agency side since its inception some years earlier. At AZ, Chris worked on many US and global publication plans, and also spent a number of years as a Director of Medical Affairs for the GI and diabetes therapy areas.

Since January 2010, Chris has led the global publications group at Shire. He has just (August 2011) relocated to Shire's new Euro hub near Geneva, Switzerland. With this move, Chris will assume responsibility for medical communications within the Shire local operating companies, in addition to his leadership role for the publications group.

Since returning to a publications role last year, Chris has become involved in many of the publication-related societies, such as ISMPP and TIPPA, and is a current member of the ISMPP ethics committee.

Elizabeth (Liz) Wager

Liz has been a freelance publications consultant and trainer since 2001 and has worked with scientists, editors and writers on six continents. Before setting up her own company she worked in the publishing and pharmaceutical industries (for Blackwell Scientific, Janssen Cilag and GlaxoSmithKline). She chairs the Committee on Publication Ethics (COPE) and is a member of the *BMJ*'s Ethics Committee; the World Association of Medical Editors (WAME) Ethics Committee; the CONSORT statement group and CONSORT for Abstracts steering group.

She is a co-author of Good Publication Practice for Pharmaceutical Companies (2003), the European Medical Writers Association guidelines on the role of medical writers (2005), the Wiley-Blackwell Best Practice Guidelines on Publication Ethics (2006), COPE Best Practice and flowcharts for journal editors and the author of books on '*Getting Research Published: An A to Z of Publication Strategy*' (2nd edition 2010) and '*How to Survive Peer Review*'. She has published research and commentaries on peer review and is the co-author of two systematic reviews on the effects of peer review. In 2010 she was awarded a PhD for a thesis entitled '*Peer review and editorial processes for improving the quality of research reporting*'.

Karen Winterhalter

Karen Winterhalter is driven by an innate passion and desire to deliver communications programmes that really make a difference to healthcare. Karen founded Onyx Health in 2003, a company that has been at the forefront of developing digital marketing programmes within health communications. In 2010, Karen completed her training to become the first ecademy digital coach specialising in the healthcare and pharmaceutical communications sectors, as she realised that the industry needed to develop a greater understanding of how best to use the new channel of communication.

Karen has over 25 years' experience within the global pharmaceutical industry and healthcare communications field and has developed programmes which have brought about real change and improvements in healthcare. Her experience covers a diverse range of areas, including opinion leader contact at the highest level, market access, advocacy development, social marketing, health policy, issues and crisis management, media relations and strategic management of communications programmes.

She has held several senior positions within global communications companies. These include Chair of EMEA Healthcare at Burson Marsteller and European Director of Healthcare at Weber Shandwick. Within both roles she was responsible for the strategic growth and development of the business and worked directly with clients, helping them address the ever-changing, and ever more complex, communications environment within the healthcare sector.

Paul Woods

Paul Woods is an independent consultant on marketing and sales ethics and compliance.

He left AstraZeneca early in 2011 where he was responsible for overseeing compliance policies working in the Global Compliance Group. He also advised on world-wide promotional regulatory standards and led the company's promotion 'Nominated Signatories' network.

Until January 2011 Paul was co-chair of the EFPIA Informed Patient Task Force leading the industry evaluation and response to the proposals on possible changes to European legislation on prescription medicine information to patients. He was also a member of the committees overseeing both the IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) and EFPIA (European Federation of Pharmaceutical Industry Associations) marketing codes of practice. He led an IFPMA joint working group with FIP (International Pharmacists Association) on industry/pharmacist interactions and also the 2011 revision of the EFPIA Patient Organisation code. He is a former co-chair and current organising committee member of the Pharmaceutical Compliance Forum's annual European meeting and is a member of the advisory group for the INSEAD Healthcare Compliance Leadership Programme. Until recently he was an advisor to the University College London, Centre for Law and Ethics.

Paul is a pharmacist who has worked in medical information, clinical research and medical affairs roles. He worked for Squibb, before joining ICI Pharmaceuticals, which became Zeneca and then AstraZeneca. He has been awarded a Master of Arts degree in Medical Ethics and Law that included an ethical analysis of European law relating to information on prescription medicines for patients.

Delegates:

- Penny Allinson, *IMC Healthcare Communication*
- Doug Altman, *EQUATOR Network*
- Rebecca Aris, *pharmaphorum*
- Caroline Arnott, *IML Group*
- Elizabeth Ashford, *Roche*
- Catherine Barnes, *Alma Place*
- Judith Black, *Management Forum*
- Matthew Booth, *ApotheCom ScopeMedical*
- Caroline Bracken, *Oxford University Press*
- Terence Bradley, *Pollen*
- Charlie Buckwell, *Complete Medical Group Worldwide*
- Isabelle Camby, *GlaxoSmithKline Biologicals*
- Kate Carpenter, *choice healthcare solutions*
- Katherine Challoner, *inScience Communications*
- Alice Choi, *Complete Medical Communications*
- Lucy Coles, *Complete Medical Communications*
- Chris Cooper, *EPG Health Media*
- Graham Cox, *IDEA Pharma*
- Alice Craven, *Carrot*
- Olga Dai, *Darwin Healthcare Communications*
- Mark Davies, *inScience Communications*
- Jane Davies, *Caudex Medical*
- Veronique Delpire, *Words and Science*
- Kshipra Desai, *ApotheCom ScopeMedical*
- Clive Deverson, *Photosound*
- Rosanna Diogini, *Elsevier*
- Lydia Dye-Stonebridge, *Informa Healthcare*
- Nigel Eastmond, *Independent*
- Richard Evans, *Darwin Healthcare Communications*
- Lorna Fay, *Pfizer Inc*
- Sarah Feeny, *Complete Medical Communications*
- Elif Fincanci-Smith, *Darwin Healthcare Communications*
- Alison Findlay, *Caudex Medical*
- Anna-Lisa Fisher, *Pfizer*
- Rick Flemming, *Independent*
- Cate Foster, *Watermeadow*
- Leo Francis, *Publicis Medical Education Group*
- Darren Gilgrass, *Informa Healthcare*
- Emily Gleeson, *Darwin Healthcare Communications*
- Ben Goldacre, *Writer, broadcaster and medical doctor*
- John Gonzalez, *AstraZeneca*
- Tom Grant, *AstraZeneca*
- Trish Groves, *BMJ Open*
- Dayan Gunesekera, *MDSNe*
- Phil Hammond, *GP, writer and broadcaster*
- Matt Harrison, *EPG Health Media*
- Sarah Heaviside, *Oxford University Press*
- Meagen Hicks, *Darwin Healthcare Communications*
- Carol Hills, *Prism Ideas*
- Allison Hirst, *EQUATOR Network*
- Iain Hrynaszkiewicz, *BioMed Central*
- Joanna Hulme, *Health Interactions*
- Jas Hummel, *Hive Health*
- Adam Jacobs, *Dianthus Medical*
- Marion James, *ApotheCom ScopeMedical*
- Darren Jarman, *EPG Health Media*
- Julian Jest, *Informa Healthcare*
- Dennis Joseph, *Pfizer*
- Luise Kalbe, *GlaxoSmithKline Biologicals*
- David Kane, *Chandler Chicco Companies*
- Michelle Kelly, *EPG Health Media*
- Shona Kirtley, *EQUATOR Network*
- Elizabeth Knowles, *Informa Healthcare*
- Evelin Kozma, *Mundipharma Research*
- Malavika Legge, *Informa Healthcare*
- Eric Litjens, *i-Optics BV*
- Peter Llewellyn, *NetworkPharma*
- Lisa Lovelidge, *Hermes Medical Communications*
- Peter Mansell, *PharmaTimes*
- Jackie Marchington, *Caudex Medical*
- Caroline Marlborough, *choice healthcare solutions*
- Barbara McManus, *Management Forum*
- Andrew Medley, *Bioscript Stirling*
- Tim Mustill, *InterPhase Consulting*
- Jane Nunn, *Complete HealthVizion*
- Frances O'Connor, *ApotheCom ScopeMedical*
- Lisbeth Ostfeldt, *Novo Nordisk*
- Laura Oultram, *NetworkPharma*
- Kate Pain, *PME*
- Mat Phillips, *Neovoca*
- Sarah Pollard, *Informa Healthcare*
- Robert Poole, *Complete HealthVizion*
- Tatjana Poplazarova, *GSK Biologicals*
- Eugene Pozniak, *Siyemi Learning*
- Anne Pringle Davies, *Colloquium Communications*
- Elizabeth Puller, *Darwin Healthcare Communications*
- Sophie Purvis, *Ogilvy Healthworld*
- Chris Pym, *Oxford University Press*
- Chris Rains, *Shire Specialty Pharmaceuticals*
- Matthew Reilly, *InTouch Medical*
- Paul Richards, *inScience Communications*
- Tim Ringrose, *Doctors.net.uk*
- Laurence Rouxhet, *GlaxoSmithKline Biologicals*
- Lawrence Sherman, *Prova Education*
- Lisa Short, *Carrot*
- Iveta Simera, *EQUATOR Network*
- Julia Simonsen, *Lundbeck*
- David Simpson, *Lundbeck*
- Shirley Smith, *inScience Communications*
- Sheelah Smith, *Parexel MedCom*
- Andrew Spong, *STweM*
- Valentina Stamouli, *European Medicines Agency*
- Chris Stevenson, *CSC Solutions*
- Kevin Toale, *Dove Press*
- Steff Tortell, *Complete Medical Communications*
- Paul Tunnah, *pharmaphorum*
- Michelle Turner, *inScience Communications*
- Christine Vanderlinden, *GlaxoSmithKline Biologicals*
- Liz Wager, *Sideview*
- Janet Walsh, *Darwin Healthcare Communications*
- Lucille Weinberger, *Livewire Communications*
- Duncan West, *Pollen*
- Veronica Whitehorn, *Shire Pharmaceuticals*
- Roseanne Wilkinson, *Independent*
- David Williams, *3C Strategy*
- Paul Wilmott, *Caudex Medical*
- Chris Winchester, *Oxford PharmaGenesis*
- Karen Winterhalter, *Onxy Health*
- Ryan Woodrow, *Woodrow Medical*
- Paul Woods, *Paul Woods Compliance*
- Alex Wyke, *Patient View*
- Mark Zacharria, *Imagine Eyes*

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