



# Digital Health Coalition

Digital Health Coalition Summit  
May 22, 2018 – Sanofi, NJ

1:00 **DHC Welcome**

## **Levers to Impact Outcomes of Current Physician and Patient Marketing Tactics**

1:00 – 1:15 **EHR Technology – The Time Is Now**  
Hudson Plumb, SVP, Heartbeat Digital

1:15 – 1:30 **The Physican Landscape Today**  
Dr. Amit Phull, Medical Director, VP, Doximity

1:30 – 1:45 **Understanding and Applying Current Trends in HCP Measurement**  
Dan Stein, SVP, Crossix

1:45 – 2:05 **The Next Wave of HCP Targeting, Engagement, and ROI Metrics - A Panel Discussion**  
Moderated by Mark Bard, Founder, DHC  
Dan Stein, SVP, Crossix  
Joanne Biscardi, SVP, ConnectiveRX  
Damon Basch, VP, PracticeFusion  
David Ruppel, VP, Insights, Underscore Marketing

## **Digital Innovations That Are Ready Today**

2:05 – 2:25 **How Evolving Attitudes about TV Impact Digital Strategies**  
- Kristin Cardullo, Consumer Marketing Manager, Respiratory Biologics, AstraZeneca  
- Kirsty Whelan, VP, Healthcare Strategy, imre

2:25 – 2:40 **The State of Care**  
Ingrid Eberly, VP, Healthline

2:40 – 3:10 **BREAK**

3:10 – 3:30 **A Fireside Chat - Using Current Video Techniques to Ensure Your Message Has Impact**

- Patricia Brown, Executive Director, US Marketing, Merck
- Sean Moloney, Founder, Dramatic Health

3:30 – 3:45

**Social Listening Index**

Siva Nadarajah, GM, Big Data and AI, IQVIA

3:45 – 4:05

**Social Media Best Practices Latest Research and Applications**

Brad Einarsen, Senior Director, Social Media, Klick Health

**PLANNING FOR THE FUTURE**

4:05 – 4:25

**Designing Patient Services that Scale**

Joe Shields, Sr. Director, Global Strategy & Innovation, AstraZeneca

4:25 – 4:45

**Learning from the Past to Plan for the Future**

Fard Johnmar, Founder, Enspektos

4:45 – 5:00

**Executive Wrap-Up** with Mark Bard, Founder, DHC and Sanofi Executives: Mark Gaydos Vice President, NA Established Products, US Advertising & Promotion, Global Regulatory Affairs, Sanofi and Laura Kolodjeski, Patient Experience Lead, Multichannel Engagement, Sanofi

*cocktails at Pluckemin Inn...*