



**DHC Virtual Summit Series**  
**Hosted by The DHC Group and Genentech**

**DAY ONE: CX Strategy for 2022**

**November 16, 2021, 1pm – 2:30pm eastern, 10am – 11:30am pacific**

**Welcome from Laurie Meyers, Genentech**

**Modular Content: Making The Vision Of Data-Driven Customer Experiences  
A Reality In The Modern World Of Healthcare Marketing**

David Windhausen, President, Intouch B2D

*As marketers in the life sciences industry, we are keenly aware of the ever-increasing demand for delivering modern, value-driven experiences for our customers. The good news is the technology we have at our disposal to enable these brand-transforming experiences has more than enough power to bring our marketing strategies to life. The challenge lies in our ability to identify, design, develop, and deliver content to fuel our customer experience engines. Adopting a modular approach to our content strategy, design, execution, and delivery gives us the opportunity to remain relevant at exactly the right moment, and to deliver targeted and valuable content at a velocity that will support the experiences our customers desire. This session will explore the pathway to lead our organizations in the adoption of the modular approach to content creation and the innovative tools that stand ready to help us leverage modular content to deliver on the promise of modern experiences for our customers.*

**KPIs and New Data Sources**

Arun Shastri, Principal, ZS and Associates

*The companies that are positioning themselves for success now and into this new future have key themes in common. Arun Shastri, Principal and AI Practice Lead for ZS Associates, will share insights for how organizations like Citi, Sweetgreen, Choice Hotels, United Airlines, and Walmart are using data, new analytic tools, technology, and a people-first mindset to reinventing Customer Experience.*

**CX Keynote**

Fred Reichheld, Bain Fellow and creator of the NPS System

Richard Schwartz, Medallia

*Life sciences companies are increasingly realizing the necessity of Customer and Employee Experience as an essential approach to engagement and relationships. While many life sciences companies are newer to the levels of Cx we see in hospitality, retail, and technology, the industry appetite to catch up to customer expectations is high and the headroom for innovation is expansive. Join Fred Reichheld, creator of the NPS (Net Promoter Score) System and Rich Schwartz, Medallia, for a conversation about disruption for good in the life sciences industry.*

**Panel Discussion on the Customer Experience Metrics**

Andrea Gaymon, Chief Experience Officer, Healio Strategic Solutions

Justin Grossman, Managing Partner, Meltmedia

Sharon Dotson, Executive Director, Experience Orchestration and Delivery, Genentech



## **DAY TWO: The Future of CX Design for HCPs**

**November 17, 2021, 1pm – 2:30pm eastern/ 10am – 11:30am pacific**

**Welcome from Nancy Oaks, Genentech**

### **Customer Experience New Research Results**

DHC Group Research Results with Everyday Health Group

*Exclusive release of new HCP and consumer research on customer experience preferences. Hear the results of the surveys and the applications for pharma marketers, including what both physicians and patient/caregivers value most during life sciences interactions.*

### **Localization of HCP Customer Experience**

Hans Kaspersetz, Chief Innovation Officer, Relevate Health

Dave Mihalovic, EVP, JUICE Pharma

*Discover how the latest applications of data can help you achieve better and more relevant content targeting. Hans Kaspersetz and Dave Mihalovic will explain why the right message at the right time can be more successful and how the future of HCP customer experience is local.*

### **The Rep Experience**

Elizabeth Otterman, Vice President Business Consulting, Veeva

Mandy Breckbill, Healthcare Executive Director, Genentech

*Field teams are at the heart of creating meaningful experiences, yet the past two years have seen huge shifts in how they use digital tools to create impact for customers and patients.*

*Elizabeth Otterman, VP Veeva Business Consulting and Mandy Breckbill, Healthcare Executive Director for the Houston ecosystem will share engagement trends and innovation considerations for enabling the field experience of tomorrow.*

### **Fireside Chat**

Mark Bard, Co-Founder, DHC Group

Laurie Meyers, Sr. Director, Engagement and Experience Design, Genentech

*A closing conversation exploring applications of the Summit content from the perspective of Laurie Meyers, a leading voice on customer experience innovation. Mark and Laurie will help attendees consider the best next action for pharma based on the latest insights.*