Promotion of FDA-Regulated Medical Products Using the Internet and Social Media Tools
Part 15 Public Hearing, November 12-13, 2009
National Transportation Safety Board Conference Center, Washington, D.C.

THURSDAY, 12 NOVEMBER

8:00 – 8:15 a.m.	**Opening Remarks** Thomas Abrams
8:15 – 8:20 a.m.	**Pew Prescription Project/The Pew Charitable Trusts** Alan Coukell
8:20 – 8:30 a.m.	**Coalition for Healthcare Communication** John Kamp
8:30 – 8:40 a.m.	**Eli Lilly and Company** Michele Sharp
8:40 – 8:50 a.m.	**AdvaMed Advertising and Promotion Working Group** Tony Blank
8:50 – 9:00 a.m.	**Center for Medicine in the Public Interest** Peter J. Pitts
9:00 – 9:15 a.m.	**Ogilvy 360 Digital Influence** Rohit Bhargava
9:15 – 9:30 a.m.	**PhRMA** Jeffrey K. Francer
9:30 – 9:45 a.m.	**Pharma Marketing News** John Mack
9:45 – 10:00 a.m.	**The Advertising Coalition** James H. Davidson
10:00 – 10:15 a.m.	**15-minute BREAK – next presentation starts promptly at 10:15 a.m.!**
10:15 – 10:30 a.m.	**Arnold I. Friede & Associates** Arnold I. Friede
10:30 – 10:45 a.m.	**Integrated Media Solutions/The Sandino Group/Caleco Pharma Corp** James A. Sandino
10:45 – 11:00 a.m.	**Interactive Advertising Bureau** David G. Adams
11:00 – 11:15 a.m.	**National Research Center for Women & Families** Diana Zuckerman
11:15 – 11:30 a.m.	**VuMedi, Inc.** Robert Winder
11:30 – 11:45 a.m.	**WebMD** Wayne Gattinella
11:45 – 12:00 p.m.	**WEGO Health** Jack Barrette, Bob Brooks, and Marie Connelly

DRAFT VERSION 11.29.2009 – Please note this agenda is subject to change

Promotion of FDA-Regulated Medical Products Using the Internet and Social Media Tools
Part 15 Public Hearing, November 12-13, 2009
National Transportation Safety Board Conference Center, Washington, D.C.

THURSDAY, 12 NOVEMBER (continued)

12:00 – 1:00 p.m.	**1-hour LUNCH BREAK – next presentation starts promptly at 1:00 p.m.!**
1:00 – 1:15 p.m.	**Consensus Interactive** Tiffany A. Mura
1:15 – 1:30 p.m.	**Global Prairie Integrated Marketing** Alex Vandevere
1:30 – 1:45 p.m.	**sanofi-aventis** Craig M. Audet
1:45 – 2:00 p.m.	**Social Media Working Group** Mark Gaydos
2:00 – 2:15 p.m.	**Yahoo!** David Zinman
2:15 – 2:30 p.m.	**Waterfront Media Inc.** Ben Wolin
2:30 – 2:45 p.m.	**Johnson & Johnson Family of Companies** Philomena McArthur and Elizabeth Forminard
2:45 – 3:00 p.m.	**Manhattan Research** Mark Bard
3:00 – 3:15 p.m.	**15-minute BREAK – next presentation starts promptly at 3:15 p.m.!**
3:15 – 3:30 p.m.	**Acsys Interactive** Stan Valencis
3:30 – 3:45 p.m.	**comScore** John Mangano
3:45 – 4:00 p.m.	**Envision Solutions, LLC** Fard Johnmar
4:00 – 4:15 p.m.	**MISI Company** Kathleen Fourte, Alejandra Diaz, and Jerilyn MacLaren-Hall
4:15 – 4:25 p.m.	**Compass Healthcare Communications** Peter Nalen and Maureen Miller
4:25 – 4:35 p.m.	**Euro RSCG Life 4D** Lawrence Mickelberg
4:35 – 4:45 p.m.	**McCann Healthcare Worldwide** W. John Reeves
4:45 – 5:00 p.m.	**Google** Mary Ann Belliveau and Amy Cowan
5:00 p.m.	**Adjournment**

DRAFT VERSION 11.29.2009 – Please note this agenda is subject to change

Promotion of FDA-Regulated Medical Products Using the Internet and Social Media Tools
Part 15 Public Hearing, November 12-13, 2009
National Transportation Safety Board Conference Center, Washington, D.C.

FRIDAY, 13 NOVEMBER

8:00 – 8:15 a.m.	**Opening Remarks** Thomas Abrams
8:15 – 8:20 a.m.	**AdvaMed Advertising and Promotion Working Group** Tony Blank
8:20 – 8:25 a.m.	**Individual Consumer** Kim Witczak
8:25 – 8:30 a.m.	**Consumers Union** Steven Findlay
8:30 – 8:35 a.m.	**LehmanMillet** David A. Saggio
8:35 – 8:40 a.m.	**HealthCentral** Christopher M. Schroeder
8:40 – 8:45 a.m.	**Semantelli Corporation** Shaleen Gupta
8:45 – 8:55 a.m.	**PhRMA** Jeffrey K. Francer
8:55 – 9:05 a.m.	**Ogilvy 360 Digital Influence** Rohit Bhargava
9:05 – 9:15 a.m.	**The Advertising Coalition** James H. Davidson
9:15 – 9:25 a.m.	**Arnold I. Friede & Associates** Arnold I. Friede
9:25 – 9:35 a.m.	**GolinHarris** Rick Wion
9:35 – 9:45 a.m.	**Heartbeat Digital** Bill Drummy and MK Tantum
9:45 – 9:55 a.m.	**National Research Center for Women & Families** Diana Zuckerman
9:55 – 10:05 a.m.	**PatientsLikeMe** James Allen Heywood
10:05 – 10:20 a.m.	**15-minute BREAK – next presentation starts promptly at 10:20 a.m.!**
10:20 – 10:30 a.m.	**Pharma Marketing News** John Mack
10:30 – 10:40 a.m.	**Sermo** Daniel Palestrant

DRAFT VERSION 11.29.2009 – Please note this agenda is subject to change

Promotion of FDA-Regulated Medical Products Using the Internet and Social Media Tools
Part 15 Public Hearing, November 12-13, 2009
National Transportation Safety Board Conference Center, Washington, D.C.

FRIDAY, 13 NOVEMBER (continued)

10:40 – 10:50 a.m.	**TGaS Advisors** Donna Wray
10:50 – 11:00 a.m.	**VeoMed** Aaron Krinsky and Kay Metis
11:00 – 11:10 a.m.	**v-Fluence Interactive** Jay Byrne
11:10 – 11:20 a.m.	**WCI Consulting Ltd**. Tara M. Churik
11:20 – 11:30 a.m.	**WEGO Health** Jack Barrette, Bob Brooks, and Marie Connelly
11:30 – 11:40 a.m.	**Word of Mouth Marketing Association** John Bell and Melissa Davies
11:40 – 11:50 a.m.	**Bridge Worldwide/Dose of Digital** Jonathan Richman
11:50 – 12:00 p.m.	**Accelerated Medical Ventures** Zen Chu
12:00 – 1:00 p.m.	**1-hour LUNCH BREAK – next presentation starts promptly at 1:00 p.m.!**
1:00 – 1:05 p.m.	**Individual Consumer** Kim Witczak
1:05 – 1:10 p.m.	**Consumers Union** Steven Findlay
1:10 – 1:15 p.m.	**PatientsLikeMe** James Allen Heywood
1:15 – 1:20 p.m.	**Bulletin News/Custom Briefings** Paul Roellig
1:20 – 1:30 p.m.	**ORC Guideline, Inc.** Morris Whitcup
1:30 – 1:40 p.m.	**HealthCentral** Christopher M. Schroeder
1:40 – 1:50 p.m.	**LehmanMillet** David A. Saggio
1:50 – 2:00 p.m.	**Heartbeat Digital** Bill Drummy and MK Tantum
2:00 – 2:10 p.m.	**Semantelli Corporation** Shaleen Gupta

Promotion of FDA-Regulated Medical Products Using the Internet and Social Media Tools
Part 15 Public Hearing, November 12-13, 2009
National Transportation Safety Board Conference Center, Washington, D.C.

FRIDAY, 13 NOVEMBER (continued)

2:10 – 2:20 p.m.	**Sermo** Daniel Palestrant
2:20 – 2:30 p.m.	**TGaS Advisors** Donna Wray
2:30 – 2:40 p.m.	**VeoMed** Aaron Krinsky and Kay Metis
2:40 – 2:50 p.m.	**Bridge Worldwide/Dose of Digital** Jonathan Richman
2:50 – 3:00 p.m.	**Ignite Health** Fabio Gratton
3:00 – 3:15 p.m.	**15-minute BREAK – next presentation starts promptly at 3:15 p.m.!**
3:15 – 3:25 p.m.	**imc2 health and wellness** Hensley Evans
3:25 – 3:35 p.m.	**RAPP** Robert Grammatica
3:35 – 3:45 p.m.	**Rosetta** Jamie Peck
3:45 – 3:55 p.m.	**W2 Group, Inc**. Larry Weber
3:55 – 4:05 p.m.	**Word of Mouth Marketing Association** John Bell and Melissa Davies
4:05 – 4:15 p.m.	**Digitas Health** Bruce Grant
4:15 – 4:25 p.m.	**Cadient Group** Jim Walker
4:25 – 4:35 p.m.	**Intouch Solutions** Wendy Blackburn
4:35 – 4:55 p.m.	**Pfizer** Freda C. Lewis-Hall and Clifford Thumma
4:55 – 5:00 p.m.	**Closing Remarks** Thomas Abrams