DISEASE AWARENESS CAMPAIGNS
Innovative Outreach for Educating Patients and Health Care Providers
February 4-5, 2019 • Wyndham Philadelphia Historic District • Philadelphia PA

REGISTER BY JANUARY 11, 2019 AND SAVE $300!

Creative Content, Case Studies, Legal Issues and Digital Channels

Be Inspired by Those Who Are Leading the Way, Including:

CONFERENCE CO-CHAIRS:
Jodie Gillon, MPH, Global Medical Lead, Patient Engagement Rare Diseases, Pfizer Innovative Health, Pfizer Inc
Christopher Frates, Director of Corporate Communications, Intercept Pharma

Andrew Zebrak, Executive Director, Public Policy, Therapeutic Areas and Advocacy, Boehringer Ingelheim
Wendy White, Chief Patient Officer, Vitrisa Therapeutics
Alla Clancy, Senior Marketing Manager, Alimera Sciences
Leeann Bonaventura, Senior Manager, External Compliance, Regulatory Affairs, AstraZeneca
Kari Luther Rosbeck, President & Chief Executive Officer, Tuberous Sclerosis Alliance

Kevin Bernier, Director, Advocacy Relations — US Pharmaceuticals, Bayer
Brian J. Fisher, Chief Operating Officer & Corporate Partnerships, The Sturge-Weber Foundation
Marc Scheineson, Partner, Alston & Bird
Rory Stanton, Head of Patient Research, DRG Digital/Manhattan Research
Samantha Rubenstein, Vice President of Education, Awareness and Patient Advocacy, National Gaucher Foundation (NGF)
Haya Taitel, Senior Vice President, Commercial & Portfolio Strategy, Kadmon Holdings, Inc (invited)
Jennifer Covich Bordenick, CEO, eHealth Initiative

Premier Media Partner: Supporting Media Partners:

REGISTER AT WWW.CBINET.COM/DISEASEAWARENESS • 800-817-8601
At CBI’s Disease Awareness Campaigns conference, benefit from this unique opportunity which inspires, educates and challenges you to think outside of the box! You’ll gain ideas for content and initiatives, real facts about regulatory guidelines and the latest update on the best in digital as applied to Disease Awareness campaigns.

Sample of Companies Represented at Related CBI Conferences:
AbbVie • Alkermes Inc • AMAG Pharmaceuticals
Astellas • AstraZeneca • Avadel Pharmaceuticals
Bayer • BMS • Boehringer Ingelheim • Boston Scientific • Bristol-Myers Squibb • Celgene
Daichi Sankyo • Eisai Pharmaceuticals • Eli Lilly & Company • Ferring Pharmaceuticals • Flexion Therapeutics Inc • Fujirebio Diagnostics Inc
GlaxoSmithKline • Incyte Corp • Indivior
Ipsen • Janssen • Jazz Pharmaceuticals
Johnson & Johnson Consumer Inc • Keryx
Biopharmaceuticals • LEO Pharma Inc
Lundbeck • Mallinckrodt • Medline Industries Inc
Merck • Novartis • Otsuka • Oxford Immunotec Inc • Pharmacypcics • Philips Healthcare
Procter & Gamble • PruGen Pharmaceuticals
Reata Pharmaceuticals • Regeneron Healthcare Solutions • Shire • Sunaris Health • Sunovion Pharmaceuticals Inc • Trinet Pharma

Who Should Attend:
You will benefit from attending this event if you have responsibilities or involvement in the following areas:

- Disease awareness
- Patient marketing
- Digital marketing
- Physician/HCP marketing
- Multichannel marketing
- Patient engagement
- Patient advocacy
- Communications
- Content strategy and creation
- Commercial
- Social media

You will also benefit from attending if you are a marketing agency, market research company, consultancy or technology provider with products and services offering solutions to those above.

A GREAT PLACE TO MEET YOUR MARKET!
Maximize your access to decision-makers and align your brand with the life sciences industry’s premier thought-leaders and industry innovators. CBI’s custom sponsorship programs are designed to support your organization’s overall business development and marketing initiatives through meaningful prospect and customer interactions, brand assertion campaigns and content-rich thought-leadership opportunities. Capitalize on the life sciences community’s premier platform for peer-to-peer exchange, solution driven content and first-in-class networking opportunities. For more information on how to position your company as a sponsor or exhibitor, contact Hunter Gates at 339-298-2108 or email hunter.gates@cbinet.com.
Day One — Monday, February 4, 2019

7:30  Conference Registration and Continental Breakfast

8:30  Co-Chair’s Welcome and Opening Remarks
  Jodie Gillon, MPH Global Medical Lead, Patient Engagement Rare Diseases Pfizer Innovative Health, Pfizer Inc

8:45  Unlock the Cure — Tuberous Sclerosis Alliance Case Study
  Learn more about a successful disease awareness campaign that connects advances in research, disease awareness and fundraising.
  • Embrace the organic evolution of disease awareness campaigns
  • How “Unlock the Cure” developed into a brand
  • Ways to build on the existing brand — ACT Now and Investment to Accelerate Research
  • Evolution of the 5-year research business plan
  • How disease awareness may contribute to collaborative science
  • Tips for using a spokesperson in campaigns — Examples of videos
  • Growth of crowdfunded research
  • Importance of inserting patient voice into research
  Kari Luther Rosbeck, President & Chief Executive Officer, Tuberous Sclerosis Alliance

9:30  Campaigns that Create Value, Disruption and Innovative Strategic Thinking
  • Establishing goals and objectives of collaborative cross-industry relationship
  • Combine multiple goals — Clinical decision support, outcomes data and patient engagement tools as part of a system that engages and tracks patients
  • Empower patients to become active partners in their own health management
  Jennifer Covich Bordenick, CEO, eHealth Initiative

10:15  Networking and Refreshment Break

10:45  PANEL DISCUSSION
  Pre-launch Disease Awareness Campaigns
  Expand the understanding of diseases that may not currently have treatments.
  • Determine what is promotional versus disease awareness
  • Stay in compliance with FDA Division of Drug Marketing, Advertising and Communications
  • Provide access to disease awareness information on your website
  PANELISTS:
  Jodie Gillon, MPH, Global Medical Lead, Patient Engagement Rare Diseases Pfizer Innovative Health, Pfizer Inc
  Kevin Bernier Director, Advocacy Relations - US Pharmaceuticals, Bayer

11:45  Review of Do’s and Don’ts for Legal and Regulatory Compliance
  • Importance of branded versus unbranded communications
  • Impact of withdrawn “Help Seeking & Disease Awareness Guidance”
  • What is the current FDA standard; “effectively promoting” a product
  • What happened to FDA’s announced consumer perception research?
  • Summary of relevant FDA enforcement letters
  Marc Scheineson, Partner, Alston & Bird

12:30  Networking Luncheon
Impact of Disease Awareness Campaigns on Patients with Rare Disease

Awareness campaigns are particularly critical for rare diseases. Learn more about current initiatives and potential impact on patients and communities.

- Raise awareness for the need for research
- Connecting patients with support
- How awareness campaigns impact treatments and potential cures

**CONVERSATION CONTRIBUTORS:**
Samantha Rubenstein, Vice President of Education, Awareness and Patient Advocacy, National Gaucher Foundation (NGF)
Wendy White, Chief Patient Officer, Vitrisa Therapeutics

“The Five E’s” — Five Points for a Patient Empowerment Campaign that Will Establish Successful Patient Awareness and Engagement

- Education — Enable access to all the relevant information, in an easily understandable format
- Expertise — Utilize patient’s own knowledge and support self-management of their condition every day
- Equality — Promote ideas of equal partnerships with health professionals
- Experience — Work with patient organizations to represent and channel collective experience and voice
- Engagement — Involve patients in designing effective healthcare for all, and in research to deliver new and better treatments and services

Brian J. Fisher, Chief Operating Officer & Corporate Partnerships, The Sturge-Weber Foundation

Networking and Refreshment Break

Insights Gained and Utilized Through Social Media

- Plan how to connect better with social media
- Hear insights that can be gained from social media connections and used for planning other campaigns
- Ensure compliance through a carefully planned campaign

Alia Clancy, Senior Marketing Manager, Alimera Sciences

Strategies for Effectively Using Social Media in Disease Awareness Campaigns

- Share examples of effective social media campaigns (MOvember, Ice Bucket Challenge, etc)
- Share examples of effective disease education social media campaigns from the pharma industry
- Discuss what social media platforms are most effective and why
- Analyze social media campaigns for consumers versus HCPs
- What is next? Keep an eye on the future of social media campaigns
- Learn how to translate messages from social media to word of mouth

Leeann Bonaventura, Senior Manager, External Compliance, Regulatory Affairs, AstraZeneca

Close of Day One

JOIN US!
NETWORKING, WINE AND CHEESE RECEPTION

Day Two — Tuesday, February 5, 2019

8:00 Continental Breakfast

8:30 Co-Chair’s Review of Day One
Christopher Frates, Director of Corporate Communications, Intercept Pharma
Connecting with the Digital Patient
With today’s consumers immersed in social communities, streaming video, and their mobile devices, you can’t build a disease awareness campaign without digital. Which channels and devices appeal the most to patients? What inspires them to watch healthcare videos and share health content with their networks? Gain a closer look at today’s most important digital patient trends for pharma marketers — based on research with thousands of U.S. patients across more than 50 treatment areas.
Rory Stanton, Head of Patient Research, DRG Digital/Manhattan Research

Uncover Ways to Proactively Partner with the Government to Raise Awareness
Disease awareness initiatives are important strategies when there is a strong public health need. It is essential that pharmaceutical organizations can team up with the government to address these needs and spread awareness in the community.
• Discuss ways that pharmaceutical organizations can partner with the government to raise disease awareness (legislative resolutions, public service announcements, local briefings, etc.)
• Review successful partnerships and understand why they worked
Andrew Zebrak, Executive Director, Public Policy, Therapeutic Areas and Advocacy, Boehringer Ingelheim

Disease Education and Unbranded Communications — Responsible Launch Practices
Hear how disease education can create awareness, prompt disease diagnosis and management — Paving product launch and supporting the prescriber and patient counseling needs.
• Understand how disease awareness is a way to accelerate patient recognition and diagnosis
• Learn how to shorten the patient path to attaining appropriate management
• Highlight the unmet needs of patients and heighten disease burden
• Pave the path to a responsible patient centric launch and associated promotional platform
Haya Taitel, Senior Vice President, Commercial & Portfolio Strategy, Kadmon Holdings, Inc (invited)

Get Emotional — Telling Stories for Greater Connection With Your Audience
• Convey your messages and amplify your campaigns via stories and experiences
• Cut through clutter and resonate with your target audience using real patient stories
• Facilitate conversations about patient/provider journey instigating meaningful dialogue
Christopher Frates, Director of Corporate Communications, Intercept Pharma

Close of Conference
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ANY QUESTIONS OR TO REGISTER CONTACT:
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VENUE:
Wyndham Philadelphia Historic District
400 Arch Street
Philadelphia, PA 19106
Reservations: 877-999-3223
Hotel Phone: 215-923-8660

ACCOMMODATIONS:
To receive CBI’s special discounted hotel rate online or by phone, please go to:
• Online: www.cbinet.com/diseaseawareness
• Phone reservations: 877-999-3223 and mention CBI’s Disease Awareness Campaigns

Book Now! The Wyndham Philadelphia Historic District is accepting reservations on a space and rate availability basis. Rooms are limited, so please book early. All travel arrangements subject to availability.

PLEASE NOTE: All hotel reservations for this conference should be booked directly with the hotel. CBI does not use Housing Bureaus and none are authorized to call on our behalf.

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REGISTRATION FEE:

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Register by January 11, 2019 and SAVE $300. Fee includes continental breakfast, lunch, wine and cheese reception, refreshments and conference documentation. Credit Card (Visa, MC, AMEX, Discover) or checks accepted. Please make checks (in U.S. funds drawn on a U.S. bank) payable to: CBI. (No personal checks accepted.) PLEASE NOTE: All advertised discounts are taken from the full, Standard Rate.

GROUP RATE:
Looking to bring your team? Contact Information Services to learn about potential group savings. Call 800-817-8601 or email cbireg@cbinet.com.

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CBI stands behind the quality of its conferences. If you are not satisfied with the quality of the conference, a credit will be awarded towards a comparable CBI conference of your choice. Please contact 800-817-8601 for further information. Advanced preparation for CBI conferences is not required.

SUBSTITUTION AND CANCELLATION:
Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. All cancellations received in writing on or before 14 days prior to the start date of the event will be refunded, less a $499 administrative charge. No refunds will be made after this date; however, the registration fee less the $499 administrative charge can be credited to another CBI conference if you register within 30 days from the date of this conference to an alternative CBI conference scheduled within the next six months, in case of conference cancellation, CBI’s liability is limited to refund of the conference registration fee only. Cancellation of a conference due to events beyond our control are subject to a $499 administrative charge should you or a colleague be unable to attend the rescheduled date. CBI reserves the right to alter this program without prior notice. Please Note: Speakers and agenda are subject to change. In the event of a speaker cancellation, every effort to find a suitable replacement will be made. The opinions of the conference faculty do not necessarily reflect those of the companies they represent or CBI.

*Events beyond our control include: severe weather conditions, natural and man-made disasters and any other similar events.