

Surf the New Wave of Interconnectivity: Without Wiping Out!

Thursday, May 19, 2011

Join our San Diego HBA group for a buffet dinner and interactive discussion on the latest trends that are transforming today's healthcare industry.

Whether you are in transition or currently working in any position, from R&D to marketing, this program will update your understanding of recent changes in healthcare and medical marketing, and how they are connected—and help you increase your value with new, cost-effective tools that leverage the power of interconnectivity.

Empowered by unlimited access to information on the web and burdened with an ever-increasing share of healthcare costs, patients are no longer just recipients of healthcare therapies, they are healthcare *consumers*. Burdened by payer oversight and increasing government and institutional regulation, physicians have less time to spend with patients (and sales reps) and are in desperate need of a new paradigm of support from industry.

Explore connections between patients, healthcare professionals, and industry, discuss how to develop relationships with key stakeholders, and learn how to surf the wave of interconnectivity without wiping out!



Learning Objectives

1. Update your understanding of current trends in the healthcare industry to increase your value.
2. Understand why traditional medical marketing is no longer resonating with the healthcare community.
3. Learn how to build ongoing relationships with physicians and patients.
4. Explore the latest cost-effective tools and techniques in medical marketing.
5. Network to expand your HBA relationships.



Lynn Nye, PhD
President, Medical Minds, Inc.

Known in the industry for her sound strategic thinking, Lynn and her team at Medical Minds have developed advertising, promotion, and educational programs in almost every disease category for more than 70 healthcare products and services. **Visit www.med-minds.com to see her team's most recent work.**

Location

Pfizer Inc.
10770 Science Center Drive,
Building CB2, Conference Room 1110
San Diego, CA 92121

Agenda

5:30 – 6:00 PM	Registration/Networking
6:00 – 6:15 PM	Welcome/Opening Remarks/Buffer Dinner
6:15 – 8:00 PM	Program
8:00 – 8:30 PM	Q&A/Closing Remarks/Evaluations

Sign up today!

For cost and registration information, and to register online, visit www.hbanet.org and click on Events.

A special thanks to our sponsor: Pfizer Inc.