



The Second Annual Meeting of The PMRG Institute

Sunday, October 19, 2008

5 – 6	New Member Reception, <i>Salon 3-4, Mezzanine Level</i>
6 – 8	Welcome Cocktail Reception, <i>Horizons Rooftop Ballroom</i>
10p-12a	Hospitality Event, <i>Salon 3-4, Mezzanine Level</i>

Monday, October 20, 2008

7 – 8:15	Continental Breakfast, <i>Liberty C, Liberty Ballroom Level</i>		
8:30 – 8:45	Welcome & Introduction, <i>Liberty A-B, Liberty Ballroom Level</i>		
8:45 – 9:45	Healthcare and the Changing Business Environment Ian Morrison		
9:45 – 10:45	Risk Analysis, Choice Modeling and Early-Stage Forecasting in Pharmaceutical Markets Doug Willson, GfK Strategic Marketing		
10:45 – 11:15	Coffee Break, <i>Liberty Foyer</i>		
	Breakout Session <i>Philadelphia Blrm, Mezzanine Level</i>	Breakout Session <i>Independence Blrm, Mezzanine Level</i>	Breakout Session <i>Freedom Blrm, Mezzanine Level</i>
11:15 – 12:15	When You've Got a Good Hammer, Everything Looks Like a Nail Ken Sobel & Francine Fram, TNSfyi	Ahead of the Curve -- Peripheral Vision for the Pharmaceutical Industry Partha Anbil, Fox School of Business, Temple University John Moran, IMS Management Consulting Session will be video-archived.	How People Choose: New Tools for the Prophet's Toolbox Keith Chrzan, Maritz Research Gordon Lewin, GE Healthcare
12:15 – 1:30	Lunch, <i>Liberty C, Liberty Ballroom Level</i>		
1:30 – 2:45	The Color of Health: Creating a Pharmaceutical Market Researcher's Toolkit for Today's Shifting Healthcare Paradigm <i>Liberty A-B, Liberty Ballroom Level</i> Sheila L. Thorne, MA, Multicultural Healthcare Marketing Group, LLC Phine Simms, MBA, VeriquestHealth Jorge Petit, MD, Psychiatrist and former Commissioner of Program Services for NYC Department of Health and Mental Hygiene Craig Ruffin, PharmD, MBA, TL Ruffin Enterprises, LLC Hiroko Hatanaka, IW Group Inc Thais McNeal, GlaxoSmithKline Session will be live-streamed and video-archived.		
2:45 – 3:45	PMRG New Bylaws: Discussion, <i>Liberty A-B, Liberty Ballroom Level</i> Member Voting Begins: Charter, Bylaws and Officer/Director At Large		
3:45 – 4:15	Coffee Break, <i>Liberty Foyer</i>		
	Breakout Session <i>Philadelphia Blrm, Mezzanine Level</i>	Breakout Session <i>Independence Blrm, Mezzanine Level</i>	Breakout Session <i>Freedom Blrm, Mezzanine Level</i>
4:15 – 5:15	Future Value Identification: A Platform for Development of Long Term Brand Strategy Harris Kaplan & Kathleen Evans Healogix, LLC	The Future is in the Eye of the Interpreter: How Marketers, Linguists and Computers Analyze the Voice of the Customer Jamison Barnett & David Franke, Verilogue Wendy Miller, Cephalon Session will be video-archived.	Building a Forecasting Framework that Embraces the Interdependence Between Physicians, Nurses and Patient Therapy Decisions Brian Griner, PhD, Carter Smith, PhD & Andrew Aprill, PhD, BioVid Corporation Carolyn Bernacki, Wyeth Pharmaceuticals
5:30 – 6	Cocktail Reception, <i>Liberty Foyer</i>		
6 – 8	Awards' Dinner, <i>Liberty A-B, Liberty Ballroom Level</i>		
8 – 11	Hospitality Event, <i>Salon 3-4, Mezzanine Level</i>		

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Tuesday, October 21, 2008			
6:45 – 7:45	Continental Breakfast, <i>Liberty C, Liberty Ballroom Level</i>		
8 – 8:15	PMRG Welcome, <i>Liberty A-B, Liberty Ballroom Level</i>		
8:15 – 9:15	Consumerism, Healthcare & Pharmaceuticals <i>Liberty A-B, Liberty Ballroom Level</i> Kim Slocum, KDS Consulting, LLC Author of " <i>Consumer Directed Healthcare—A 360 Degree View</i> " Session will be live-streamed and video-archived.		
9:15 – 9:45	Coffee Break, <i>Liberty Foyer</i>		
9:45 – 10:45	No Longer An Afterthought: Applying Sophisticated Quantitative Methods in the Managed Care Market <i>Liberty A-B, Liberty Ballroom Level</i> Mark Zitter, The Zitter Group		
10:45-11:45	PMRG ... The Future, <i>Liberty A-B, Liberty Ballroom Level</i>		
11:45 – 1	Lunch, <i>Liberty C, Liberty Ballroom Level</i>		
	Breakout Session <i>Philadelphia Blrm, Mezzanine Level</i>	Breakout Session <i>Independence Blrm, Mezzanine Level</i>	Breakout Session <i>Freedom Blrm, Mezzanine Level</i>
1 – 2	Assessing Customer Security to Optimize Future Brand Loyalty (and Minimize Future Risk) Edward J. Hass, PhD, International Communications Research	Both Sides Now The Great Pharmaceutical Gold Rush A Round-Table Discussion Dev Das, Auxilium Pharmaceuticals Inc Tjun Wong, Novartis Pharmaceuticals John H. Krick, MBA, TVG Donald L. Marshall, TVG Session will be video-archived.	An Operational Patient-centric Framework for Brand Planning using Dynamic Modeling Thomas A. Abbott III & Taylor Dennen i3 Pharma Informatics
	Breakout Session <i>Philadelphia Blrm, Mezzanine Level</i>	Breakout Session <i>Independence Blrm, Mezzanine Level</i>	Breakout Session <i>Freedom Blrm, Mezzanine Level</i>
2:15-3:15	A Dynamic Approach to Segmentation – How to Keep Your Segmentation Relevant Over Time Jeremy Pincus, PhD & Amit Ghosh Forbes Consulting Group Joe Alexander Johnson & Johnson Pharmaceuticals	Hitting the Brand Bull's Eye Through Predictive Research Justin Edge, Knowledge Networks Session will be video-archived.	Market Research: Turning Prophets into Strategists and Leaders Robert S. Shewbrooks, TGaS Advisors Matthew J. Carpenter, Wyeth Pharmaceuticals
3:15 – 3:45	Coffee Break, <i>Liberty Foyer</i>		
3:45 – 5	Using Advanced Segmentation and Qualitative Techniques to Predict Consumer Acceptance of a Portfolio of Current and Future Drugs – A Case Study <i>Liberty A-B, Liberty Ballroom Level</i> Colleen Foley, Abbott Laboratories Peter Simpson, Segmedica		
5-5:15	Closing Remarks & 2009 ANC Announcements <i>Liberty A-B, Liberty Ballroom Level</i>		
6 – 9	Franklin Institute – Dinner & Activities Event is walking distance, allow for a 15-minute leisurely stroll		
9p – 12a	Hospitality Event, <i>Salon 3-4, Mezzanine Level</i>		