

# 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.

## SPEAKER LIST BY AFFILIATION

### **Individual**

Kim Witczak  
Individual Consumer

### **Accelerated Medical Ventures**

Zen Chu  
Founder, Accelerated Medical Ventures

### **Acsys Interactive**

Stan Valencis  
President, Acsys Interactive

### **AdvaMed**

Tony Blank  
Co-Chair, AdvaMed Advertising and Promotion Working Group

### **The Advertising Coalition**

James H. Davidson, Esq.  
Executive Director, The Advertising Coalition

### **American Association of Advertising Agencies/Coalition for Healthcare Communication**

John Kamp  
Executive Director, Coalition for Healthcare Communication

### **Arnold I. Friede & Associates**

Arnold I. Friede, Esq.  
Principal, Arnold I. Friede & Associates

### **Bridge Worldwide/Dose of Digital**

Jonathan Richman  
Director of Strategic Planning, Bridge Worldwide  
Blogger, Dose of Digital

### **Bulletin News/Custom Briefings**

Paul Roellig  
CEO, Bulletin News/Custom Briefings

### **Cadient Group**

Jim Walker  
Director, Emerging Media, Cadient Group

### **Center for Medicine in the Public Interest**

Peter J. Pitts  
President, Center for Medicine in the Public Interest  
Partner/Director, Global Healthcare, Porter Novelli

### **Compass Healthcare Communications**

Peter Nalen  
President, Compass Healthcare Communications  
Maureen Miller  
Account Supervisor, Compass Healthcare Communications

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## **SPEAKER LIST BY AFFILIATION (continued)**

### **comScore**

John Mangano  
Vice President, comScore  
Pharmaceutical and Healthcare Marketing Solutions Team Lead

### **Consensus Interactive**

Tiffany A. Mura  
Director, Digital, Consensus interactive

### **Consumers Union**

Steven Findlay, MPH  
Senior Health Policy Analyst, Consumers Union

### **Digitas Health**

Bruce Grant  
Senior Vice President/Business Strategy, Digitas Health

### **Eli Lilly and Company**

Michele Sharp, PharmD  
Senior Director, US Regulatory Affairs, Eli Lilly and Company

### **Envision Solutions, LLC**

Fard Johnmar  
Founder, Envision Solutions, LLC

### **Euro RSCG Life 4D**

Lawrence Mickelberg  
Chief Digital Officer, Euro RSCG Life 4D

### **Global Prairie Integrated Marketing**

Alex Vandever  
Digital Strategy Lead, Global Prairie Integrated Marketing

### **GolinHarris**

Rick Wion  
Vice President of Social Media, GolinHarris

### **Google**

Mary Ann Belliveau  
Industry Director, Health, Google  
Amy Cowan  
Head of Industry, Health, Google

### **HealthCentral**

Christopher M. Schroeder  
Chief Executive Officer, HealthCentral

### **Heartbeat Digital**

Bill Drummy  
CEO, Heartbeat Digital  
MK Tantum  
Strategist, Heartbeat Digital

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### **Ignite Health**

Fabio Gratton

Co-founder and Chief Innovation Officer, Ignite Health

### **imc2 health and wellness**

Hensley Evans

President, imc2 health and wellness

### **Integrated Media Solutions/The Sandino Group/Caleco Pharma Corp**

James A. Sandino

Chief Marketing Strategist, Integrated Media Solutions

President and CEO, The Sandino Group

Director, Caleco Pharma Corp

### **Interactive Advertising Bureau**

David G. Adams

Partner, Venable, LLP

### **Intouch Solutions**

Wendy Blackburn

Executive Vice President, Intouch Solutions

### **Johnson & Johnson Family of Companies**

Philomena McArthur

Sr. Director Pharm. HCC Regulatory Advertising and Promotion, Johnson & Johnson, PRD, LLC

Elizabeth Forminard

Senior Counsel, Johnson & Johnson

### **LehmanMillet**

David A. Saggio

Director of Interactive Strategy, LehmanMillet

### **Manhattan Research**

Mark Bard

President, Manhattan Research

### **McCann Healthcare Worldwide**

Dr. W. John Reeves

Global Director, Digital, McCann Healthcare Worldwide

### **MISI Company**

Kathleen Fourte

Experience Design Architect, MISI Company

Alejandra Diaz

Experience Design Architect, MISI Company

### **National Research Center for Women & Families**

Diana Zuckerman

President, National Research Center for Women & Families

### **Ogilvy 360 Digital Influence**

Rohit Bhargava

Senior Vice President, Digital, Strategy & Planning Group, Ogilvy 360 Digital Influence

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### **ORC Guideline, Inc.**

Morris S. Whitcup, Ph.D.

Chief Research Officer, ORC Guideline, Inc., An infoGroup Company

### **PatientsLikeMe**

James Allen Heywood

Co-founder and Chairman, PatientsLikeMe

### **Pew Prescription Project/The Pew Charitable Trusts**

Alan Coukell

Director, Pew Prescription Project/The Pew Charitable Trusts

### **Pfizer**

Freda C. Lewis-Hall

Chief Medical Officer, Pfizer

Clifford Thumma

Senior Director Team Leader, Worldwide Market Analytics, Pfizer

### **Pharma Marketing News**

John Mack

Publisher, Pharma Marketing News

### **PhRMA**

Jeffrey K. Francer

Assistant General Counsel, PhRMA

### **RAPP**

Robert Grammatica

Global Chief Healthcare Officer, RAPP

### **Rosetta**

Jamie Peck

Healthcare Managing Partner, Rosetta

### **sanofi-aventis**

Craig M. Audet

Vice President, US Regulatory Affairs Marketed Products, sanofi-aventis US

### **Semantelli Corporation**

Shaleen Gupta

President, Semantelli Corporation

### **Sermo**

Daniel Palestrant, MD

CEO and Founder, Sermo

### **Social Media Working Group**

Mark Gaydos

Senior Director, US Regulatory Affairs Marketed Products, sanofi-aventis US

### **TGaS Advisors**

Donna Wray

Executive Director, TGaS Advisors

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### **VeoMed**

Aaron Krinsky

CEO, VeoMed

Kay Metis

VP of Business Development, VeoMed

### **v-Fluence Interactive**

Jay Byrne

President, v-Fluence Interactive

### **VuMedi, Inc.**

Robert Winder

CEO, VuMedi, Inc.

### **W2 Group, Inc.**

Larry Weber

Chairman, W2 Group, Inc.

### **Waterfront Media Inc.**

Ben Wolin

Chief Executive Officer, Waterfront Media Inc.

### **WCI Consulting, Ltd.**

Tara M. Churik

Senior Consultant, WCI Consulting, Ltd.

### **WebMD**

Wayne Gattinella

President and CEO, WebMD Health Corp.

### **WEGO Health**

Jack Barrette

CEO, WEGO Health

Bob Brooks

Vice President, WEGO Health

Marie Connelly

Community Director, WEGO Health

### **Word of Mouth Marketing Association**

John Bell

President of the Board of Word of Mouth Marketing Association

Managing Director, Ogilvy Public Relations Worldwide

Melissa Davies

Healthcare Task Force at Word of Mouth Marketing Association

Research Director, Nielson

### **Yahoo!**

David Zinman

Vice President and GM, Display Advertising, Yahoo!