



The PHM  
**HEALTH**  
**FRONT™** 2024

## AGENDA

### **Wednesday, April 10, 2024**

Doors Open! Registration & Breakfast | 8:30 AM - 9:30 AM  
Welcome to The PHM HealthFront 2024

*Andrea Palmer, President, Publicis Health Media*  
9:40 AM - 10:00 AM

### **A Fireside Conversation with Brooke Shields**

*Brooke Shields, Actress, model, entrepreneur, and New York Times bestselling author*

*Andrea Palmer, President, Publicis Health Media*

Brooke Shields, two-time Golden Globe Award-nominated actress, model, entrepreneur, and New York Times bestselling author will join PHM President Andrea Palmer in an inspiring fireside conversation. Brooke will discuss the importance of self-advocacy for women in health and how raising awareness of women's health issues can save lives.

10:00 AM - 10:20 AM

# What is Shaking up the Media Landscape in 2024?

*Andrea Palmer, President, Publicis Health Media*

*Stephen Farquhar, CEO, Publicis Health*

*Matthew Turner, Deputy Editor in Chief, Business Insider*

The media marketplace continues to evolve at breakneck speed, in part fueled by generative AI, which is disrupting everything from content consumption to personalization to search. Drawing on her 2024 Disruptors annual trends forecast, PHM President Andrea Palmer will explore real time changes alongside other industry leaders, setting the stage for the HealthFront discussions to come.

## **AM Break | 10:25 AM - 11:10 AM**

### **Masterclass: Connecting with patients throughout their journey: How to help them navigate toward better health outcomes**

*Jordan Osborne, Lead Client Experience Manager, Phreesia*

*Liz Dexter, VP Point of Care, PHM*

Join us for a conversation between Jordan Osborne, Lead Client Experience Manager at Phreesia and Liz Dexter, VP, Point of Care at PHM as they share best practices for connecting with patients at more moments along their care journey - and how to build campaigns that achieve a multitude of brand goals.

### **Masterclass: Optimizing Pharmaceutical Advertising Across Omnichannel Video**

*Erin Hawryluk, VP, Product Marketing, Cadent*

Dive into advanced pharmaceutical marketing strategies in our masterclass, focusing on ad campaign optimization across omnichannel video. Learn how to enhance ad placements by leveraging contextually relevant inventory, ensuring your brand messaging consistently engages consumers at every touchpoint. This session promises actionable insights and real-world case studies, guiding participants to achieve marketing efficiency and effectiveness in today's fragmented media landscape.

11:10 AM - 11:30 AM

## The Power of Original Content & Other Lessons Learned From The SAG Strikes

*Jeff Fischer, EVP, Head of Content, Publicis Health Media*

*Dario Spina, CMO, Paramount Brand Studio, Viacom*

*Conal Byrne, CEO, iHeartMedia Digital Audio Group*

*John von Brachel, VP, Head of Content Lab, Novartis*

For decades, long form, professionally produced content reigned supreme and advertisers lined up every summer to put vast sums into upfronts in order to meet consumer where they were. The recent actors' and writers' strikes have demonstrated that brands can't rely solely on commercial adjacency to communicate, especially as consumption habits evolve in the age of influencers. Brands can future proof their efforts by diversifying their content strategy, engaging directly in the content marketplace to leverage relationships with media partners. This will allow them to create, produce and distribute brand funded content in a targeted way. Join us for a conversation about the lessons we've learned from the strikes and how we can future proof our brands.

11:35 AM - 12:00 PM

## The Next Best Dollar Approach: Using Data & Measurement to better inform DTC & HCP Investment Decisions

*Jason Patterson, Chief Analytics Officer, PHM*

*Asaf Evenhaim, CEO, Crossix*

*Dave Nussbaum, Chief Data Officer, Publicis Health*

*Amanda Lawson, EVP, Head of Client Strategy & Growth, PHM*

*Katie Ford, Head of US Media, Novartis*

Pharma is the only industry where 1 + 1 does not equal 2. Each contact with a patient or doctor can only result in a single script. And in many marketing organizations, DTC and HCP are operated very differently. How do we integrate across these two critical segments to best determine where our next marketing investment should go? In this panel, we will discuss how to quantify these unique audiences using data and measurement and more importantly, where to spend that extra dollar should you have it.

**Lunch Break | 12:05 PM - 1:05 PM**

## **MASTERCLASS: The Shifting Healthcare Landscape: Navigating New Consumer Care Pathways**

*Sarah Clark, Director of B2B Marketing at Healthline Media*

The way consumers are accessing care is shifting, as they're adapting to new platforms and channels that provide them information, guidance, and actionable steps to receive the right care for their unique and personal needs. The care journey is not linear, and consumer digital engagement is adding new pathways for consumers to impact positive health outcomes. Healthline Media utilizes essential consumer insights to empower marketers in understanding how to best engage with these consumers that are ready to take action.

## **MASTERCLASS: The Empowerment Effect: Where Health Meets Human Need**

*Alec Morrison, VP, Content Strategy, Dotdash Meredith*

*Joetta Gobell, SVP, Research & Insights, Dotdash Meredith*

How can we provide for those living with a condition, so that they can better balance managing their everyday life? The "Empowerment Effect" masterclass will explore the connections between condition management and life's varied, daily needs. We will define the essentials of an empowered mindset - a sense of calm, optimism, and momentum. In this session, we will prioritize the connection between chronic conditions and lifestyle solutions, ultimately illuminating how a holistic human approach will drive greater health action and better outcomes.

## **MASTERCLASS: Navigating Niche Audiences: Lessons From a Retired US Naval TOPGUN Commander**

*Steve Alperin, CEO, SurvivorNet*

*Mike "Bing" Crosby, CDR, USN ret, Founder & CEO, Veterans Prostate Cancer Awareness Inc. (VPCa)*

SurvivorNet presents a masterclass tailored for pharmaceutical marketers seeking to reach and engage niche, hard-to-reach audiences. The focus is a case study involving U.S. military veterans and prostate cancer. Veterans constitute 4% of America's cancer patients but remain elusive to many marketers. This masterclass delves into strategies from SurvivorNet's work and insights from a 3x prostate cancer survivor, Retired US Naval Commander Mike "Bing" Crosby. Crosby who flew F-14s, is a graduate of the U.S. Navy Fighter Weapons School, popularly known as TOPGUN. He is now the founder of Veterans Prostate Awareness (VPCa), which works to increase awareness of screening and support veterans going through treatment for advanced prostate cancer.

1:05 PM - 1:20 PM

## Being an Audience Champion in a Digital World

*Tyler Nall, GVP, Platform Strategy, PHM*

*Samantha Barry, Editor in Chief, Glamour*

*Grace Rodriguez, DTC Portfolio Marketing Head, Immunology, UCB*

As Marketers we must love the people we serve, and our campaigns offer champion some aspect of their life. Whether it's life stage, a cancer diagnosis or another aspect of someone's health & wellness journey, we are here to raise people up, ensure they know they're not alone and pave the way for the next generation. Today's hyper-connected world highlights how different our experiences and opinions can be making the task of championing quite complicated. The question is now, how do we use data and technology to better understand the people we serve, create content that inspires and deliver it in ways that makes a difference?

1:20 PM - 1:45 PM

## Digital's Disruption of Commerce is Coming to Healthcare: Predictions for the Future of Retail & Care

*Jason Goldberg, Chief Commerce Strategy Officer, Publicis Groupe*

*Sarah Bast, EVP, Investment Marketplace, PHM*

As primary care continues its formerly unimaginable expansion into retail outlets of all shapes and sizes, it's on a collision course with retail. Most other categories of retail have already been disrupted by digital and learned many lessons, now some of the country's biggest retailers, from Walmart to Costco to Best Buy, bank their futures on investments in this space. Digital disruption has permanently changed consumer behaviors in many retail categories and will influence how consumers select and receive health care as well. Join Jason "Retailgeek" Goldberg, Publicis Chief Commerce Strategy Officer and one of the industry's most well-known commerce experts, as he shines a light on some new and surprising trends in commerce that will shape the future of marketing as we know it, including changes in consumer behavior, how retailers in other industries are adapting, how and why entering healthcare, and who some of the winners and losers might be.

2:00 PM - 2:20 PM

## Navigating the Shifting Sands of Social

*Patty Ryan, SVP, Paid Social, PHM*

*Kim Dolan, Head of Health & Wellness Partnerships, Pinterest*

*Ryan Billings, Head of Commercial Innovation & US Established Brands BU, Organon*

*Jessica Calef, Head of CPG & Pharma Partnerships, Reddit*

*Jenny Streets, Managing Director, Health, Meta*

Social media has long been a shape-shifting channel, evolving to meet consumer interests rapidly, yielding incredible engagement and according investment. Though the last few years have been marked by continuous upheaval, consumers remain on social, though platform allegiances have proven flexible. With rising concerns regarding brand safety surrounding user generated content and increasing privacy regulation from state and federal governments, social seems primed for yet another evolution in the year to come. This session will explore shifting sands of social, and how marketers can engage on this powerful channel in a privacy and brand-safe way.

2:30 PM - 3:00 PM

## **Driving Deeper Connections with Culture, Community and Authenticity**

*Ali Balbuena, EVP, Client Lead, PHM*

*Jeff Fischer, EVP, Head of Content, PHM*

*Spencer Parker, VP, Group Creative Director, Paramount*

*Sasha Colby, Performer and Winner of RuPaul's Drag Race Season 15*

*Laurie DeMille, Senior Director, Prevention Marketing at ViiV HealthCare*

In the age of mass content generation, it's easy to overlook that people crave human connection and personalized experiences over a sea of sameness. The development of original content for brands has the power to connect in ways that drive greater cultural relevance, empathy and understanding, leading to better outcomes for people and brands. In this session, we will explore a brave and powerful foray into culture with a beloved icon and a brand that was willing to dive into unscripted content to connect authentically. We will also explore the importance of measuring the success of this new innovation and how can start to prove the value of the non-traditional ideas.

**PM Break | 3:05 PM - 3:40 PM**

## **Masterclass: Driving Patient Advocacy & Elevating Health Outcomes with Personalized Digital Health Tools**

*Michael Joachim, GM & President Life Sciences, Sharecare*

In an era where advancements in medicine are occurring at a breathtaking pace and technology is revolutionizing how we manage our healthcare, embracing and supporting patient advocacy has never been more critical to direct-to-consumer pharmaceutical advertising. With the rise of digital health apps, patients now have unprecedented access to tools and resources that enable them to track their health, communicate with healthcare providers, and make better informed decisions about their care. In this Masterclass session, discover the powerful impact digital health apps have on elevating patient advocacy and driving positive health behaviors & outcomes. Learn how to actively target and drive action among these patients who are actively taking a role to control their health and lead healthier, happier lives.

3:40 PM - 3:50 PM

## Inner Mix

*DJ Hesta Prynne, MS, LMFT*

A renowned NYC-based DJ and radio personality, Hest Prynne is a sought-after figure in both the music and mental health realms. In her dual roles as DJ and licensed clinical therapist, she navigates the worlds of top creators and thought leaders, effortlessly inspiring genuine connections and candid conversations. She DJs globally for blue chip brands and privately for celebrities including Amy Schumer, Jimmy Fallon, and Questlove, who taught her to mix vinyl from the start. Driven by a pandemic revelation, she pursued a master's in clinical therapy and obtained New York State Licensure. Her unique blend of music expertise and mental wellness have earned her regular speaking slots at global leadership summits and other high-profile events and as an on-air talent at SiriusXM.

Backed by science, Inner Mix LIVE mixes songs curated specifically for their emotional power with intimate, deep and inspiring verbal prompts and dancing. This fun, inclusive and unforgettable event shifts culture and betters all who attend. There is no greater host than a DJ who is also a licensed therapist.

3:50 PM - 4:10 PM

## Beyond the Diagnosis: Understanding Cancer's Impact on Women's Whole Life Health

*Galina Espinoza, Editor in Chief of Flow Space*

*Beth Battaglino, RN-C & CEO of [Healthywomen.org](https://www.healthywomen.org)*

*Dr. Shieva Ghofrany, Ovarian Cancer Survivor, OB/GYN, & Co-Founder of Tribe Called V*

From fertility to menopause & beyond, our panel of experts will provide a holistic look at the impact cancer has on women's health. Explore the multifaceted health challenges women face during and after their cancer treatment, learn the latest innovations in research & treatment, and gain expert advice on how to navigate your cancer journey.

4:25 PM - 4:40 PM

## How a Charged Campaign Told HPV to F Off

*Alison McConnell, CMO, PHM*

*Julie Greenbaum, Co-Founder and CRO, Fuck Cancer*

*Brian Lefkowitz, Chief Creative Officer, Digitas Health*

The HPV vaccine is incredibly effective against helping to prevent several forms of cancer and yet the rate of vaccination remains remarkably low, with only 38.6 percent of young adults receiving it before they turn 18 according to the CDC. While the HPV vaccine has traditionally been marketed to parents, there is a significant opportunity to reach young adults with a message that just might help them get the shot on their own. To tackle the HPV vaccine challenge, PHM and DH partnered with non-profit Fuck Cancer to connect with young people with the recent “HPV F's Everybody” campaign which behaves just like its target audience: honest, bold and unbounded by traditional health media. In this session, we will explore the work and talk about what can happen when we turn traditional pharma advertising on its head to reach new audiences in a fresh way.

4:50 PM - 5:30 PM

## The Magic of Mentalism

Gary Ferrar is an acclaimed mentalist who has been delivering captivating performances and engaging live experiences for nearly 20 years. He appears frequently on national television, including appearances on America's Got Talent, NBC, USA and Fox News, in addition to hundreds of events throughout the country each year. Gary has a degree in Performing arts from Hofstra University and his love for theater and improvisation inform his life performances.

Reception | 5:35 PM - 7:05 PM



## Thursday, April 11, 2024

Doors Open! Registration & Breakfast | 8:30 AM - 9:30 AM

### Masterclass: HCP Perspectives: Barriers & Challenges to Quality Healthcare

*Dr. Preeti Parish, MD, Pediatrician & VP, Exec. Medical Director GoodRx*

*Dr. Minsha Sood, MD, FACE, Endocrinologist & Co-Founder & Co-Owner Fifth Avenue Endocrinology*

Specialists are a high-value and sometimes elusive audience for Pharma marketers and media strategists. In this enlightening session, two physicians will candidly discuss the myriad challenges that have beset HCPs in their quest to deliver quality care to patients. You will gain insights about their unique challenges in treating patients, not just conditions; the key barriers to making a difference in their specialties; and the evolving role of HCPs in discussing affordability with patients around prescription treatments.

### Masterclass: Building Brand Narratives for Transformative Storytelling

*Nan Kirsten-Forte, EVP & GM EverydayHealth*

In today's marketplace, it is essential for brands to forge a connection with consumers in order to break through the noise. In health, one of the most potent ways to build a relationship with patients and caregivers is through storytelling. By telling compelling human stories, brands will be able to foster greater connections with patients, a difference-maker leading to potentially improved outcomes. This Masterclass led by a leading health storyteller Nan Forte will offer concrete guidance on where to begin to further develop brand narratives.

9:35 AM - 10:00 AM

## Day 2 Keynote Opening with Gabrielle Union

*Gabrielle Union, Actress, producer, voice artist, activist, and author*

*Andrea Palmer, President, PHM*

10:30 AM - 10:50 AM

## Sports is the #1 Draft Pick For Media

*Melissa Shapiro, Chief Investment Officer, Publicis Media*

*Jon Tuck, President, Publicis Sports & Entertainment*

*Danielle Carney, Head of NFL Sales, Amazon*

*Todd Braverman, EVP, Head of National Sales, Nextstar Media Group, Inc.*

*Deidra Maddock, VP, Sports Brand Solutions, Disney Advertising*

*Mark Evans, EVP, Sales at FOX Sports*

Sports are among the last live TV must see events and as such, command a high number of viewers and high demand from advertisers; media spend is up 62% from 2021. But sports is undergoing a disruption unique to this category – a move away from network TV to new terrain – streaming. While this may mean sports are primed for cross screen engagement, one thing is certain: marketers must navigate this new playing field to connect with the ever-growing audience in sports.

11:05 AM - 11:25 AM

## **Data Exhaust is Exhausting: How to find real value in a sea of sameness**

*Ray Rosti, Chief Digital Officer, PHM*

*Loren Grossman, Global Chief Strategy Officer, NewCo, Publicis Groupe*

*Anshul Acharya, Managing Director, Publicis Sapient*

One third of the world's data is considered health data, a nearly unfathomable amount of information for marketers to navigate. This deluge of data is ever present in our industry and much of it feels similar, lacking true differentiation. So we must ask ourselves if data costs have become costs without value? In this panel we will discuss the need to identify truly differentiated data sets and once we do that, how these data can be comingled and harmonized to truly unlock the opportunities that sit within.

**AM Break | 11:30 AM - 12:00 PM**

## **Masterclass: Solving for This Year's Congested Media Marketplace**

*John, Mangano, Chief Analytics Officer, Deep Intent*

Throughout any election cycle, competition to reach your target customers soars. But recent trends suggest that, in 2024, demand for advertising space will be fiercer than ever. As Pharma marketers, we can make choices today to help avoid lower prescription rates and worse patient outcomes.

12:00 PM - 12:15 PM

## **How AI Will Transform Media**

*Pete Groves, Senior Managing Director, Publicis Sapient*

*Brian Cooley, Head of Cooley Insights & Editor at Large, CNET*

While the chatter about AI might feel incessant, all that talk speaks to AI's potential ubiquity and ability to transform our industry to be even more streamlined and effective. In media, enhanced performance and personalization are an immediate promise, but what opportunities are yet to be uncovered? In this session, experts gather to discuss what is really on the horizon for AI and what you can expect to put into practice sooner rather than later.

12:20 PM - 12:50 PM

## Live Event Recap with Brian Cooley

*Andrea Palmer, President, Publicis Health Media*

*Brian Cooley, Head of Cooley Insights & Editor at Large, CNET*

As we conclude this year's HealthFront, Andrea Palmer will be joined by Brian Cooley to discuss key actionable takeaways and important perspectives gleaned from this year's event. Cooley, a PHM HealthFront regular and longtime media trend spotter will contextualize these learnings amid the broader innovation landscape from his position as Editor at Large of CNET.

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