

PRE-CONFERENCE – Wednesday, November 4, 2009 @ Marriott at Metro Center

4:00 – 6:00 Workshop: Social Media Marketing *Overcoming Social Media Anxiety Disorder: A Comprehensive Treatment Plan for Social Media Participation and Success* Grand Ballroom Salon A

Amber Benson, Vice President, Strategy, imc2 Health and Wellness

6:00 – 7:30 *Pre-Conference Reception Sponsored by LifeScript.com – Junior Ballroom Salon A*

DAY ONE – Thursday, November 5, 2009 @ The National Museum of Women in the Arts

7:30 – 8:30 *Registration & Networking Breakfast Sponsored by NBC Universal*

8:30 – 8:45 Welcome Nan McCann, President, PME® Enterprises, LLC & Founder, M2W®-HC™

8:45 – 9:15 Opening Keynote *Honesty... The Dr. Nancy Policy*
Dr. Nancy Snyderman, Chief Medical Editor, NBC News

9:15 – 10:00 New Research/Marketing Insights *A Healthcare Marketers' Guide to Creating Contagious Ideas That Change the Conversation Among Women*
Stephanie Ouyoumjian, SVP, Director of Strategy, Publicis USA

10:00 – 10:30 Case Study *The Pursuit of Health & Wellness in Today's Economy - Has the Consumer's Need for Practicality Derailed the Pursuit?*
Leslie Schrader, SVP, Director, Consumer Health & Wellness Practice, Ketchum; Roxanne Bernstein, Senior Brand Manager, Kraft Foods Inc.; Mary O'Connell, Director, Brand Relations, The Clorox Company

10:30 – 11:00 *Networking Break - Sponsored by The Hunter-Miller Group*

11:00 – 11:30 Marketing Healthcare to Black Women *Critical Condition: Culture and the Black Female Health Consumer*
Pepper Miller, President, The Hunter Miller Group
Dr. Janet Taylor, Health Contributor, NBC News – The Today Show

11:30 – 12:00 New Research *What's the Point of No Return? How to Make DTC/DTP Investments with Women Pay Off*
Marcee Nelson, President & Founder, PinkTank
Gretchen Goffe-Wagner, SVP, Consulting Practice, PinkTank

12:00 – 1:15 *Networking Luncheon Sponsored by PinkTank*

1:15 – 2:00 Case Study Panel – Partnership Marketing *Selling the Message of Preventive Health - How Aetna Marketed Clinical Data on Folic Acid's Health Benefits to Young Women at Work*

Moderator: Jill Griffiths, VP, Head of Thought Leadership, Clinical and Provider Relations, Aetna, Inc.
Panelists: Patricia Goldman, VP & CMO, March of Dimes; Dr. Marjorie Schulman, Sr. Medical Dir., Aetna, Inc.; Jake Flaitz, Director - Benefits & Human Capital, Paychex, Inc.

2:00 – 2:30 Social Media Marketing *The Social Media Maginot Line*
Peter Pitts, President, The Center for Medicine in the Public Interest and Partner/Director, Global Healthcare, Porter Novelli

2:30 – 3:00 Research/Case Study *Are You Listening? Getting the Insights Needed to Create a Deep Soul Connection with Today's "Chief Health Officer"*
Kara Ellinger, Director, Consumer Marketing & Business Development, United Healthcare
Dori Molitor, President/CEO, WomanWise

3:00 – 3:30 *Networking Break – Sponsored by WomanWise*

3:30 – 4:00 New Research/Marketing Insights *The Half Truths of Healthcare: What Women Aren't Telling You and What You Can Do About It*
Mary Lou Quinlan, Founder/CEO, Just Ask A Woman

4:00 – 4:30 Marketing Insights *From Heart Disease to Heartbreak - 10 Dos & Don'ts of Building a Successful Online Women's Health Brand*
Laurie Berger, VP/Editor-in-Chief, LifeScript.com

4:30 – 5:45 Panel – The New Age of Healthcare *Reforming & Transforming: Marketing Healthcare to Women in a Time of Change*
Moderator: Fara Warner, Author, *The Power of the Purse*
Panelists: Mary Pietrowski, Director of Consumer and E-Marketing, Hologic; Peter Pitts, President, The Center for Medicine in the Public Interest; Grad Conn, Founder, Microsoft Health Vault; Allison May Rosen, Chandler Chicco Companies; Dell Williams, Sr. Director, Marketing & Strategy, Take Care Health Systems, LLC

5:45 – 7:00 *Networking & Meet the Speakers Reception Sponsored by Aetna*

DAY TWO – Friday, November 6, 2009 @ The National Museum of Women in the Arts

7:30 – 8:30 *Networking Breakfast Sponsored by Ketchum*

8:30 – 8:45 Welcome Nan McCann, President, PME® Enterprises, LLC & Founder, M2W®-HC™

8:45 – 9:30 Opening Keynote *PrimeTime Women™ - The Heartbeat of the Healthcare Market*
Marti Barletta, Founder, The TrendSight Group

9:30 – 10:00 Health Literacy *The Three Rs Meet The 5 Ps: Designing Health Literacy Marketing Products for Prevention*
Lynn Sokler, Chief, Marketing & Communication, Strategy Branch, CDC

10:00 – 10:30 Marketing Insights/Case Studies *Mapping The Wellness Experience*
Johanna Skilling, EVP/Director Of Strategic Planning, Saatchi & Saatchi Wellness

10:30 – 11:00 *Networking Break Sponsored by Saatchi & Saatchi Wellness*

11:00 – 11:30 New Research *Commitment Marketing: The Key to Sustaining Family Health*
Kate Caldwell, SVP, Group Strategic Planning Director, Drafftcb

11:30 – 12:00 New Research/Media Insights *If They Can't Trust Oprah, Why Should They Trust You? Insights for Building a Health Brand Women Believe in*
Mary Dean, President/CCO, KickSkirt, Inc.

12:00 – 1:15 *Networking Luncheon & Round Table Discussions Sponsored by Nan McCann & PME® Enterprises, LLC*

Luncheon Keynote Speaker: Tina Sharkey, Chairman/Global President, BabyCenter, LLC

1:15 – 2:15 Panel – Healthcare Facilities *Marketing Healthcare Facilities & Services to Women Today*
Moderator: Dr. Janet Taylor, Health Contributor, NBC News – The Today Show
Panelists: Jill Fazakerly, Marketing Director, Methodist Healthcare; Vicki Amalfitano, VP Marketing & Planning, Brigham & Women's Hospital; Susan Moss, VP, Communications, Kindred Healthcare; Mariana Iglesias, Senior Public Affairs and International Consultant, Mayo Clinic; Robert Jarboe, Executive Director, Practice Greenhealth

2:15 – 2:45 Closing Keynote *The Perfect Nutritional Storm: How Inflammation is Driving Obesity, Diabetes, Heart Disease and Breast Cancer and How Women Can Play a Major Role in its Reversal*

2:45 Closing Remarks Nan McCann, President, PME® Enterprises, LLC & Founder, M2W®-HC™