



Social Media Bootcamp for Medical Devices & the Life Sciences

The National Press Club
Washington, DC
May 4, 2010

Tuesday, May 4th

8:00 – 9:00

REGISTRATION AND CONTINENTAL BREAKFAST

9:00 – 9:15

Welcome

9:15 – 9:30

Social Media: Course Overview and Objectives

Robin Strongin, Amplify

Setting the Stage with Real World Examples: Social Media & Clinical Trial Recruitment; Building Patient Communities; Education and Advocacy

9:30 – 10:30

Trends in Social Media and the Life Sciences

Doug Pinkham, President, Public Affairs Council

10:30 – 11:30

Social Media Case Studies: Experience from the Field

Moderator: Robin Strongin, Amplify

Speakers: David Bloch, Medtronic

Sharon Terry, Genetic Alliance

Hear the lessons learned from companies who have, and have not, taken the social media plunge – why they decided to move forward, or not, how they have succeeded, what their concerns are and, what they would have done differently.

11:30 – 11:45

BREAK

11:45 – 12:30

Mobile Health

Brian Dolan, Editor, Mobile Health News

- Mobile Health 101
- Latest trends
- Innovative models and best practices

Learn how mobile health is transforming health care in the US and

abroad.

12:30 – 1:30

Lunch and Legal

Brad Thompson, Epstein, Becker, Green

- Be prepared, be very prepared

Get an update on what the regulatory agencies (FDA, FTC to name a few) have to say.

1:30 – 2:30

Measuring Success

Ken Deutsch, Morningside Analytics

- Analytics & Metrics

Here's where the rubber meets the road. Learn how to identify the opportunities in the blogosphere, how to strategically listen to what is – and isn't – being said about your company and product portfolios, and how to measure and track the success and value of your social media investment.

2:30 – 3:30

e-Patients, Blogs and Social Media

Susannah Fox, The Pew Internet & American Life Project

Paul Levy, CEO, Beth Israel Deaconess Medical Center

- Updates on e-patients – trends and first person account
- Running a hospital blog

Hear provocative insights and ideas on how information technology/social media are changing patients and the practice of medicine, and what that means for your company.

3:30 – 5:30

Hands on Practicum

Kevin Reid, Amplify

Julie Minevich, Amplify

- Blogging
- Twitter
- Social Networks
- YouTube
- Mobile, Apps

Roll up your sleeves and fire up your laptop...this is the hands-on part of the class.

5:30 – 6:00

Device Lab: Hands on Assistance

- Tutors available for questions

Important Notice

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