



# HEALTHCARE ENGAGEMENT STRATEGY

# 2010

Learn from the world's best healthcare engagement strategies

15<sup>th</sup> April 2010, **London** Hilton Park Lane



## Discover strategies from the winners of the Healthcare Engagement Strategy Awards 2010

- Examine insights uncovered by the international research panel of healthcare engagement experts
- Discover award winning engagement strategies
- Learn about engaging with stakeholders including patients, carers, regulators, advocates, and other healthcare providers
- Explore the differences between local and global engagement strategies
- Define your next steps to improve your own engagement in healthcare

Find out more at <http://engagementstrategy.tv/london>

### Who should attend?

Business leaders and communicators in healthcare organizations including healthcare providers; hospitals & clinics; medical equipment manufacturers; patient associations; consumer healthcare, pharmaceutical & biotech companies.

### Content will include

Internal & external social media strategies; Twitter; corporate blogging; physician networks; hospitals using social media; pharmaceutical companies engaging on public health issues; and more.

*“Creation Interactive played a vital role in enabling Pfizer to engage the community online, amidst sensitive regulatory issues.” Andrew Widger, Associate Director, Communications, Pfizer*

### About the speakers

**Daniel Ghinn** is Director of Digital Engagement with Creation Healthcare, the healthcare engagement strategy consultancy. He works with healthcare organizations around the world including some of the world's major pharmaceutical companies, helping them to make sense of the way the Internet is changing healthcare, and is a regular speaker, teacher and author on the subject.



**Paul Grant** is Head of Strategy Implementation with Creation Healthcare. For more than 15 years he has been teaching and speaking about the cutting edge of multimedia and digital engagement, in Australia, Asia and Europe. He now oversees an international team of consultants to help pharmaceutical and healthcare companies define and direct successful digital media initiatives, with measurable results.



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Or register online at <http://engagementstrategy.tv/london>

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