



HEALTHCARE
ENGAGEMENT STRATEGY

2010

Learn from the world's best healthcare engagement strategies

12th February 2010, **New York** Hilton Times Square



Be amongst the first to hear the winners of the Healthcare Engagement Strategy Awards 2010

- Examine insights uncovered by the international judging 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.com/newyork>

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 speaker

Paul Grant is Head of Strategy Implementation with London, UK-based consultancy Creation Interactive. 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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