



OCT 11 – 21  
2021

## SOLVE SESSIONS

Data as Building Blocks  
for Storytelling — **Guest Speakers**



# SOLVE SESSIONS

## Solve Sessions: Guest Speaker Presentation Overview

SESSION	MODERATOR	DATE
<b>INS AND OUTS OF SEGMENTATION</b> Panel with Cindy Tran and Kevin Menk, Shapiro+Raj, Collen Foley, Horizon Therapeutics	Michelle Blechman, HH&Y	<b>October 11</b>
<b>CRAFTING EFFECTIVE SCREENERS AND DISCUSSION GUIDES</b> Panel with Carol Cotton, Cotton Consulting, and Matt DiChiara, HLNy	Michelle Blechman, HH&Y	<b>October 12</b>
<b>TELEHEALTH AND REMOTE HEALTH</b> Panel with Panel with Gavin Lew and Korey Johnson, Bold Insight	Susan Gillmeister, Village X	<b>October 14</b>
<b>EFFECTIVELY LEVERAGING DATA FOR A SUCCESSFUL LAUNCH</b> Panel with Kevin Francis and Krista Perry, Trinity Partners	Brian Robinson, HH&Y	<b>October 15</b>

## Solve Sessions: Guest Speakers

SESSION	DESCRIPTION	SPEAKERS	DATE / TIME
<b>INS AND OUTS OF SEGMENTATION</b>	Segmentation is arguably the most important component of brand marketing because it defines the audience and their needs and helps identify where the brand should play. Senior representatives from Horizon Therapeutics and Shapiro+Raj will define today's best practices and provide case studies of current clients and their segmentation approaches.	<b>Panel with Cindy Tran and Kevin Menk, Shapiro+Raj, Collen Foley, Horizon Therapeutics.</b>	<b>Mon. October 11</b> 09:00 – 10:00 AM EST
<b>CRAFTING EFFECTIVE SCREENERS AND DISCUSSION GUIDES</b>	Elevate discussion guides to be more efficient and effective in achieving actionable results. Panel members will discuss best practices, including defining methodology and structure, selecting appropriate stimuli/exercises, and identifying key differences between structured guides for traditional qual vs. less structured approaches for ethnographies.	<b>Panel with Carol Cotton, Cotton Consulting, and Matt DiChiara, HLNy</b>	<b>Tue. October 12</b> 09:30 – 10:30 AM EST

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SESSION	DESCRIPTION	SPEAKERS	DATE / TIME
<b>TELEHEALTH AND REMOTE HEALTH</b>	<p>The COVID crisis led to a rapid shift to telemedicine; necessity made what was considered impossible possible.</p> <p>It's a new normal that continues to evolve, with many patients and HCPs looking for a hybrid approach that involves telemedicine, in-person, and remote monitoring. This model assumes a new delivery system, but this rapid shift has created a new healthcare paradigm.</p> <p>How will all these new dynamics co-exist? How will they be measured? Will pharma involvement in telehealth be seen as greater patient orientation? Or creating a monopoly?</p>	<b>Panel with Gavin Lew and Korey Johnson, Bold Insight</b>	<b>Thurs. October 14</b> 09:30 – 10:30 AM EST

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SESSION	DESCRIPTION	SPEAKERS	DATE / TIME
<b>EFFECTIVELY LEVERAGING DATA FOR A SUCCESSFUL LAUNCH</b>	Launching and differentiating yourself in today's world is more challenging than ever. How can you leverage real world data to tell your story? What data should you invest in that is critical for launch success? Senior leaders from Trinity will discuss and share real world examples to help give you confidence (and the data to support it) in your launch strategy.	<b>Panel with Kevin Francis and Krista Perry</b>	<b>Fri. October 15</b> 09:30 – 10:30 AM EST