

Re-inventing Non-Personal, Integrated, Multi channel Marketing Campaigns to improve reach and ROI

Event: eXI Pharma: Digital Pharma 2009

Dates: Oct 14-16

Devin Paullin, SVP of Marketing and Product

Innovation, Physicians Interactive will present the results of using an integrated, multi-channel marketing campaign to improve reach and ROI in pharmaceutical marketing. The presentation will provide information on:

- Extending the impact of d-Detailing campaigns
- Creating a transparent, integrated non-personal sales team with partners
- Incorporating, quantifying and measuring the effect of impressions and touch
- Focusing on a value-added services approach in the wake of Pharma Code changes



Devin Paullin
SVP of Marketing and Product Innovation
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