



The forum was held at the storied Oxford University Museum of Natural History.

RESHAPING THE HEALTHCARE CONVERSATION

Provocative discourse was the theme of the inaugural Strategic MedComms Forum, held in Oxford, U.K., a gathering designed to spur discussion of the substantive changes taking place in medical communications and the implications for medical marketers. Suitably, the September 30 event was held at the Oxford University Museum of Natural History, site of many other spirited discussions, including the famous 1860 debate on Darwin's theory of evolution. The forum attracted senior-level participants from all areas of healthcare communications, including medical education and publishing, branded and unbranded marketing, patient education and advocacy, and behavioral/relationship marketing.

Forum developer Peter Llewellyn, managing director of NetworkPharma, urged attendees to think of the meeting not as a one-day event but as a catalyst for continuing debate on how the global medical communications and pharmaceutical industries engage with their stakeholders. Professor Trevor Jones, CBE, a director of Allergan and Sigma Tau in addition to serving on the boards of six other biotech and pharmaceutical companies, chaired the day's discussions, which were divided into four sessions.

Dr. Leo Francis, U.S.-based president of Publicis Medical Education Group, led Session One with a look at the rapidly changing landscape of medical communications and new relationships evolving between the pharmaceutical industry, physicians, and new stakeholders in health. He said the medical communications community should be more vocal in its support of the industry and focus on developing initiatives that create true value for stakeholders, whether physicians, payers, or patients.

Chris Stevenson, senior commercial director of global CME at Haymarket, led Session Two, which examined changes in medical education and the future role of CME. Session Three, led by Dr. Andrew Spong, co-founder of Healthcare Social Media Europe, analyzed social media's impact on medical communications, while Session Four, led by Charlie Buckwell, CEO for medical communications at McCann Healthcare Worldwide, tackled defining the evolving role of scientific communications.

Keeping to the theme of spirited discourse, forum attendees were invited to end the day at the independently organized Great Oxford Debate, held at the world-famous Oxford Union. This year's motion was "Medicines deliver a net savings to the nation," which was supported by a vote of 169 to 63.

To discuss the changing role of medical communications and learn more about the Strategic MedComms Forum 2010, visit www.MedCommsForum.com.

The Scene highlights significant events in the pharma marketing industry. Companies interested in having event photos published in PM360 should contact editorial@PM360online.com for more details.



1 The forum drew senior-level participants active in all areas of medical communications.

2 The forum was designed to be interactive, fostering ongoing debate and discussion.

3 Professor Trevor Jones, CBE (at left), a director of Allergan and Sigma Tau, chaired the day's discussions. Pictured with him are Session One panelists Dr. Alex Wyke, CEO and founder of The Patient View; Dr. Leo Francis, U.S.-based president of Publicis Medical Education Group and session leader; and Dr. Richard Smith, CBE, director of the UnitedHealth Chronic Disease Initiative.

4 Professor Trevor Jones with Session Two panelists (left to right): Dr. Monica Shaw, global medical affairs director at Shire Pharmaceuticals; Professor Robin Stevenson, president of the European Board for Accreditation in Pneumology; Dr. Tim Ringrose, director of Doctors.net; and session leader Chris Stevenson, senior commercial director of global CME at Haymarket.

5 Session Three panelists (left to right): Alex Butler, digital strategy and social media manager for Janssen Cilag; session leader Dr. Andrew Spong, co-founder of Healthcare Social Media Europe; Neil Crump, managing director of London-based healthcare communications company Aurora; and Dr. Annabel Bentley, medical director of Bupa Health and Wellbeing U.K.



6 Session Four panelists (left to right): Dr. John Gonzalez, global skills lead for publications in the global clinical development department of AstraZeneca; Chris Graf, associate editorial director of Wiley-Blackwell; Emma D'Arcy, founder of med-pharmaconnect; and session leader Charlie Buckwell, CEO for medical communications at McCann Healthcare Worldwide.