

E-PHARMA

29 - 31 May 2002, Hilton Hotel, Sydney

International Speaker:

Frances Walls, Information Management
Associate, **Bristol-Myers Squibb (US)**

Keynote Speakers:

John Bronger, National President,
Pharmacy Guild

Jennifer Badham, Assistant Secretary
Better Medication Management System
Implementation Taskforce, **Department of
Health & Ageing**

Prominent Industry Experts Presenting from the Following Companies:

- Health Insurance Commission (HIC)
- Lismore Base Hospital
- Progen Industries
- E-Pharmacy
- IBM
- The Garvan Institute of Medical Research
- University of New South Wales
- Australian Medical Association (AMA)

AN ESSENTIAL INDUSTRY UPDATE FOR PHARMA:

- How the **BMMS** fits into the Government's **HealthOnline Strategy**
- Implications of the **new privacy legislation** on Pharma and what are the **HIC's** initiatives in protecting 'sensitive' health information - **PKI**
- Capitalising on **e-marketing skills** and technology to boost your business operation
- The next step in **pharma, R&D and technology**
- Latest insights into **e-pharmacy**, face to face vs on-line dispensing, where is the e-pharmacy model heading?
- Looking at **electronic prescribing** and **decision support systems** in **General Practice** and the results of a **clinical trial** on a **web based system** for **medications management**
- Discussing key **e-procurement initiatives** in **health care** - leveraging **catalogues** for **opportunities** for supply chain **collaboration** and **efficiency** in health care

INTERACTIVE BONUS WORKSHOP:

How to Develop a Successful
E-Marketing Campaign

Special Feature:

Rural and Remote Pharmacy - The First
Aboriginal Pharmacy, Tiwi Islands, Northern Territory

Organised by:



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PRE-CONFERENCE WORKSHOP 29 May 2002

HOW TO DEVELOP A SUCCESSFUL E-MARKETING CAMPAIGN

9.00 *Workshop Commences*

Equip yourself with the right skills to develop an e-marketing campaign that works for you. Know what you need to do to attract your target market.

- Why do you want to embark on this e-marketing campaign?
- what do you want to achieve?
- How e-commerce can help reduce the cost of business and increase sales
- Keeping in mind the marketing guidelines and things you need to be aware of - TGA Guidelines
- E-media for sales and marketing growth
- Reaching your target market - B2C and B2B
- Using portals vs straight to market?
- Looking at e-commerce case studies - what works and what doesn't
- Steps to take in developing your own effective global web marketing program
- Understanding and redefining your ROI for your e-marketing campaign

Workshop Leader: Frances Walls, Information Management Associate, Bristol-Myers Squibb (US)

Frances Walls, B.A, MPH, MIS is an Information Management Associate for Bristol-Myers Squibb, Information Knowledge Management International. Ms. Walls joined BMS, after spending several years working for the US Department of Commerce and international non-governmental health organisations, such as the World Health Organisation's Pan American Regional Office. Having worked in the United States, Mexico, and Australia, she possesses a wealth of knowledge in information technology, project management, change management, strategic planning and decision analysis in the international health care arena.

5.00 *Workshop Ends*

(morning tea, lunch and afternoon tea will be provided)

Day One: 30 May 2002

8.30 *Registration and Coffee*

9.00 *Opening Remarks from the Chair*

Paul Sulkers, Health Industry & Life Sciences Principal, IBM

REGULATORY UPDATE

9.10 **KEYNOTE ADDRESS: BMMS AND THE HEALTH ONLINE STRATEGY FOR PHARMA**

- BMMS (Better Medication Management System) – a key step in the Government's HealthOnline strategy
- the frontier of national e-health system and the future integration with HealthConnect
- How BMMS will affect consumers, doctors, pharmacists and hospitals
- the benefits of BMMS and other e-health initiatives for pharmacy
- Current status and plans in involving key stakeholders in the design of BMMS
- Field Test design

Jennifer Badham, Assistant Secretary Better Medication Management System Implementation Taskforce, Department of Health & Ageing

PRIVACY AND SECURITY CONCERNS

9.55 **SECURING ON-LINE HEALTH CARE THROUGH HIC INITIATIVES**

- Harnessing the benefits of information and communication technologies to improve the range, effectiveness and efficiency of health services
- Development and implementation of key projects to support e-business and technology improvement
- incorporation of PKI in new business applications
- move to Internet claim lodgement for PBS and Medicare
- delivering consumer information services via the web-site
- Involvement in the BMMS and EHR
- Forging strategic business relationships with the health industry

Lou Nulley, General Manager Business Improvement, HIC

TO REGISTER CALL NOW! TEL: (02) 9

REACH YOUR TARGET MARKET

Hilton Hotel, Sydney

10.40 Morning Tea

11.00 ASSESSING THE IMPACT OF THE NEW PRIVACY LEGISLATION ON PHARMA - SENSITIVE INFORMATION AND DATA STORAGE

- Changing business processes to comply with the Privacy Act
- Protecting sensitive information through effective data storage
- U.S Case Study: Prosac and group e-mails
- Consent vs implied consent
- Privacy issues in relation to:
 - direct marketing, research, transferring information between institutions, the use of government identifiers, access and contractor-employee issues
- Review of privacy compliance program for 2002
Ken Ramsay, Head of Deacons National Health Team, Deacons

E-MARKETING

11.45 INTERNATIONAL SPEAKER: DEVELOPING AN E-COMMERCE MARKETING STRATEGY THAT WILL BOOST YOUR OPERATION

- How do you approach an e-business strategy?
- What can the web offer?
- What should you be doing to increase your rate of success?
- Working within the guidelines of the APMA Code of Conduct - Edition 13
Frances Walls, Information Management Associate, Bristol-Myers Squibb (US)

12.30 Luncheon

1.40 E-BUSINESS SOLUTIONS TO REACHING YOUR TARGET MARKET - DOCTORS & PATIENTS

- Developing a Customer Relationship Management (CRM) solution
- How pharmaceutical companies can better reach their target market
- Disease management programs to educate patients
- E-clinical trial solutions
- The next step in e-commerce initiatives
Paul Sulkers, Health Industry & Life Sciences Principal, IBM

2.25 ELECTRONIC PUBLICATIONS OVER THE INTERNET (E-ZINE) FOR PHARMA

- The most common mistakes made in e-zine publishing
- How to write for the Internet
- Utilising E-Zine as a marketing tool
 - pharmacists keeping in contact with their patients
- Maintaining and building interest in your publication
- Branching out into other forms of E-Publishing suitable for pharmacists
Neil Johnston, Deputy Chair Pharmacist, Lismore Base Hospital

CASE STUDY

3.10 Morning Tea

PHARMA, R&D AND TECHNOLOGY

3.30 OPPORTUNITIES OF E-RESEARCH IN NEW PRODUCT DEVELOPMENT

- Emerging technologies
 - genomics
 - proteomics
 - pharmacogenomics
 - biotherapeutics
- R&D innovations:
 - public and proprietary genetic databases
 - bio-informatics tools
- Implications of e-technologies on the cost and quality of patient care
 - diagnostics/prognostics
 - therapeutics
- World marketplace innovation
 - will Australia be a consumer or a producer of emerging medical technologies?**Dr Jonathan Izant, Director Business Development, The Garvan Institute of Medical Research**

4.15 SEEKING AND CREATING STRATEGIC ALLIANCES TO DEVELOP BIOTECHNOLOGY

- Why Biotech & Pharma companies are working more closely together
- Understanding the types of collaborative partnerships
- Approaching potential partners, issues, expectations and disappointments

CASE STUDY

0923 5090 FAX: (02) 9959 4684 EMAIL: in

- International and domestic case studies in partnering and alliances – are there any commonalities?
- Are expectations being met?
Dr Peter Devine, Vice President, Progen Industries

5.00 Close of Day One



**Joins us for Networking Drinks
& Meet other Delegates**



Day Two: 31 May 2002

- 9.00 *Opening Remarks from the Chair*
Frank Quinlan, Manager E-health, AMA

E-PHARMACY

9.10 **KEYNOTE ADDRESS: EXAMINING THE CUSTOMER RELATIONSHIP APPROACH (CRM) TO PHARMACY - PHARMACY GUILD PERSPECTIVE**

- Assessing the need to dispense drugs face to face rather than on-line
- Concerns in the industry regarding on-line pharmacy
- Broadening the role of the pharmacist - pharmacist's must get out from behind the dispensary, interact with patients and actively offer CMI - Consumer Medicine Information
- CRM approach with doctors and pharmacists
- Educating customers on medicine disposal which is harmful to the environment and deadly if taken after the used by date or ends up in the wrong hands
John Bronger, National President, Pharmacy Guild

9.55 **RETHINKING YOUR E-PHARMACY BUSINESS - THE OUTLOOK FOR THE FUTURE**

- Where is Australia heading in terms of E-Pharmacy
- Are we following the NZ Model?
- Setting up an e-pharmacy what is involved
- Overcoming concerns regarding the e-concept
- Developing an e-pharmacy super store with bricks and mortar
- Catering to both local and overseas markets
Brett Clark, Managing Director, E-Pharmacy

**CASE
STUDY**

10.40 Morning Tea

11.00 **OVERCOMING CULTURAL DIFFERENCES IN DEVELOPING A RURAL AND REMOTE PHARMACY - THE FIRST ABORIGINAL PHARMACY**

- How pharmacists can contribute to the improvement of aboriginal health needs
- Are remote aboriginal health clinics operating with pharmacy systems that can take advantage of modern information technology
- New systems have been developed in the Tiwi Islands for electronic inventory control and a dispense program
- How a clinical pharmacist can provide clinicians with a service on par with suburban counterparts in "mainstream" Australia
- Overcoming challenges to assist community controlled Aboriginal health organisations to use technology to allow for accurate reviews of drug utilization and medication management
Rollo Manning, Pharmacy Consultant, Tiwi Health Board, Tiwi Islands, Northern Territory

**CASE
STUDY**

ELECTRONIC PRESCRIBING

11.45 **MEASURING THE IMPACT OF ELECTRONIC PATIENT MANAGEMENT AND DECISION SUPPORT SYSTEMS IN GENERAL PRACTICE**

- What do doctors use electronic patient management systems for?
- Looking at research trends on how doctors prescribe electronically
- Do computerised decision support tools make a difference?
- The capacity of passive electronic data collection systems to deliver health monitoring data
Frank Quinlan, Manager E-health, AMA

12.30 Luncheon

1.40 **WEB BASED SYSTEM FOR MEDICATIONS MANAGEMENT**

- Utilising a web based system for Medications Management as part of our Home Telecare Clinical Trial
- Involving on-line prescribing, changing of dosages, and the generation of automatic reminders
- Results found and next step
Branko Celler PhD, Professor of Biomedical Engineering & Director of the Biomedical Systems Laboratory, University of NSW

**CASE
STUDY**

E-PROCUREMENT

2.25 IMPROVING THE PURCHASING PROCESS FOR HEALTH THROUGH ELECTRONIC SERVICE DELIVERY

- Looking at adopting product numbering standards - the possibility of adopting EAN (European Article Number) standards and bar coding for all products used by the health system
 - Looking at what NSW Health is doing in simplifying the purchasing process by establishing a central catalogue
 - Leveraging catalogues for opportunities for supply chain collaboration and efficiency in health care
- Maria Firkin, Senior Manager, Leader of the Supply Chain Practice in Sydney, KPMG**

3.10 Afternoon Tea

3.30 PANEL DISCUSSION: HOW TO OVERCOME INDUSTRY OBSTACLES WITH THE E-CONCEPT

- How pharmaceutical companies can attract doctors and patients to the web legally and be successful
- Are doctors using electronic patient information systems?
- How pharmacists can set up an on-line Pharmacy business and still offer Consumer Medicine Information (CMI) to customers
- Will industry input into the Better Medication Management (BMMS) through field tests make a difference
- Looking at e-procurement initiatives - why did the PECC program fail and what is Project Holly trying to achieve
- Is Pharma really embracing the e-concept? - what is the next step

Faciliator:

Frank Quinlan, Manager E-health, AMA

Panellists:

Frances Walls, Information Management Associate, Bristol-Myers Squibb (US)

Paul Sulkers, Health Industry & Life Sciences Principal, IBM

Niel Johnston, Deputy Chair Pharmacist, Lismore Base Hospital

Brett Clark, Managing Director, E-Pharmacy
Maria Firkin, Senior Manager, Leader of the Supply Chain Practice in Sydney, KPMG

Ken Ramsay, Head of Deacons National Health Team, Deacons

4.30 Close of Conference

Who should attend:

The E-PHARMA Congress will attract delegates from:

- Pharmaceutical Companies
- Pharmacies (Community & Hospital)
- Government Departments
- Industry Bodies & Associations
- Pathology Labs (Privately owned or in Hospitals)
- Divisions of General Practice
- General Practitioners
- IT Vendors and On-line Health Services
- Health Marketing and Advertising Companies
- Suppliers to Pharmacies and Hospitals
- Law Firms
- Health Consulting Firms

Companies that Attended the E-Pharma 2001 Congress:

Royal Hobart Hospital • CSL Bioplasma • Allen Allen & Hemsley • Pfizer • Eli Lilly Pty Ltd • Aventis Pharma Pty Ltd • Department Health & Ageing • Federation Health • Med-E-Serv • Landsborough Sunshine Coast • Alcon Laboratories Aust Pty Ltd • Department Human Services • Health Insurance Commission • Alchemist Healthcare Ltd • Lismore Base Hospital • Bristol-Myers Squibb Pharmaceutical • Royal Childrens Hospital • Merch Sharp & Dohme Aust Pty Ltd • Roche Products Aust Pty Ltd • Avenues Pharmacy • 3M Aust Pty Ltd • Abbott Diagnostic Division - Medisense Products • Astrazeneca • FH Faulding & Co Ltd • Wyeth Aust Pty Ltd • Capital Chemists

Rave Review from E-PHARMA 2001

Exposure to broad initiatives under way and soon to begin

Peter Koetsier, Associate Director, Bristol-Myers Squibb

Practical representations of challenges in e-business

Greg Lyubomirsky, Manager - Strategic Health Care Initiatives, Merk Sharp Dohme

2nd Annual Event

E-PHARMA

29 - 31 May 2002, Hilton Hotel, Sydney

Dear Executive,

The e-revolution has hit the Pharma market; you can either embrace it and benefit from it or ignore it and hope it goes away. Pharmaceutical companies and Pharmacies alike are jumping on the bandwagon, not wanting to miss out on what lies ahead.

New regulatory issues and industry changes cannot be ignored. The **2nd Annual E-PHARMA Congress** will explain the barriers that exist with the e-phenomenon and what companies are doing to overcome difficulties and utilise on-line marketing solutions, electronic prescribing and e-procurement. Attend this conference and learn from the diversity and expertise of the presenters.

- **John Bronger**, National President, **Pharmacy Guild** - will express his concerns regarding the e-concept in dispensing drugs to customers. He will also relay the importance of Consumer Medicine Information (CMI) in face to face consultations.
- **Frances Walls**, Information Management Associate, **Bristol-Myers Squibb (USA)**, will bring to the table her expertise and international knowledge on e-business strategy and how it can be utilised for the Australian market, to increase sales and generate revenue. Frances will also be conducting the interactive workshop on *How to develop a successful e-marketing campaign*. This workshop will go the next step in equipping you with the skills you need to launch your own e-marketing campaign to attract your B2C and B2B target market.
- **Jennifer Badham**, Assistant Secretary Better Medication Management System Implementation Taskforce, **Department of Health & Ageing**, will give a regulatory update on the HealthOnline policy for Pharma and the latest developments with the Better Medication Management System (BMMS).
- **Lou Nulley**, General Manager Business Improvement, **HIC**, will point out what the initiatives are to support e-business to ensure data is secure and protected - PKI.

Further insights will be given on the e-concept for Pharma by: **IBM**, who develops e-business Customer Relationship Management (CRM) solutions. **E-Pharmacy**, will look at where Australia is heading in terms of e-pharmacy and if we are planning to follow the NZ model. **Tiwi Health Board**, will discuss how the first aboriginal rural and remote pharmacy is working. **Lismore Base Hospital**, will assess the value of electronic publications to reach and educate your market. **The Australian Medical Association (AMA)**, will evaluate the impact of electronic patient management and decision support systems in general practice - e-prescribing. **University of NSW**, will analyse the value of a web based medication management system in the home for on-line prescribing, changing dosages and the generation of automatic reminders.

Do not miss this industry event. **Book now to secure your place**, simply complete the attached registration form and send it to IIR by mail or fax it to (02) 9959 4684, or telephone our **REGISTRATION HOT LINE ON (02) 9923 5090**

Yours Sincerely



Dalya Will
Conference Director

P.S. Special discount applies for hospitals, area health organisations, homecare and long term care, universities, CRC's and research institutions - refer to back page for details

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E-Pharma**

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WHEN & WHERE

29 - 31 May 2002
HILTON HOTEL, 259 Pitt Street, Sydney NSW 2000
Tel: (02) 9266 2000 Fax: (02) 9265 6065

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DOCUMENTATION

Please email documentation@iir.com.au to see how you can purchase a reference manual full of case studies and success stories.



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