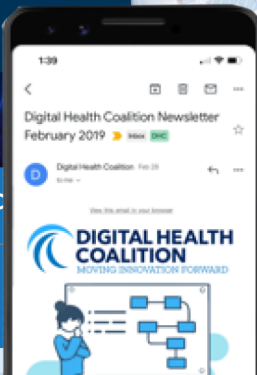
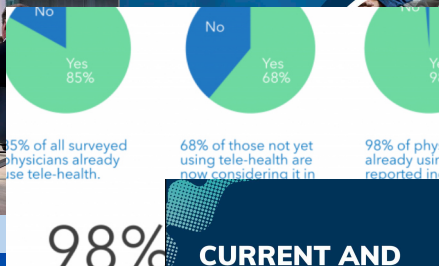




Membership Information



About Us

The DHC Group is known for cutting edge research, expert strategy, and analytics-driven insights.

Building on the leadership team's combined 50+ years of industry experience working with innovative companies, brands, and a wide range of pharmaceutical, biotech, and medical device companies, the DHC Group is designed to provide industry thought leaders and innovative organizations a selective opportunity to define the future of digital health and pharmaceutical marketing.

INSIGHTS

- Research agenda driven by membership
- Project results, data and analysis shared with pharmaceutical industry
- Topics related to digital pharmamarketing innovation
- Presented at DHC Summits
- Covered at major industry conferences

NETWORK

- Forum for exchange of data
- Foster collaboration across pharmaceutical industry
- Several membership options
- Various ways to participate in at summits and meetings
- Connecting members with thought leaders and peers

EVENTS

- Distribute resources & educate members
- Virtual and in-person webinars and summits
- Hosted with and at pharma companies
- Opinion leader roundtables
- Industry best practices presented
- Content recorded and shared with members

Insights

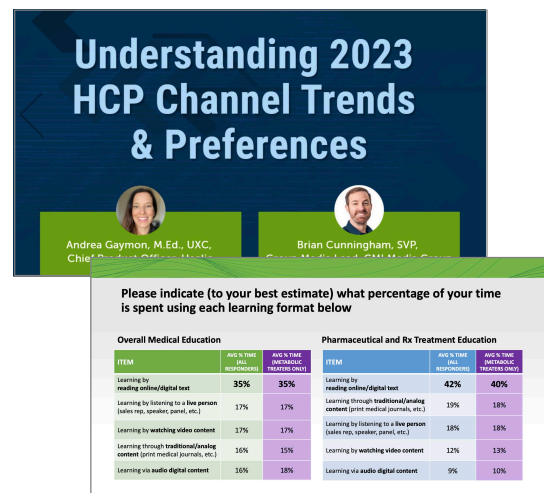
DHC Group partners with industry leaders and key stakeholders to conduct research projects on a range of topics related to digital pharma marketing innovation. Survey results, white paper analysis, and key takeaways are shared with the DHC network, presented at DHC Group Summits, roundtables and webinars, as well as covered at major industry conferences.

Recent projects include:

- ▶ **Linking Omnichannel to Overall Strategy**
DHCG members were partnered with omnichannel stakeholders from leading pharma companies to better understand whether the underlying omnichannel efforts by individual brands are supported by their organization at both the brand level and as part of the overall organizational strategy.

- ▶ **The Why of Social Media**
This report, featuring experts with varying perspectives, explores the range of thinking and calculating the ROI of a rapidly ascending and evolving channel. To best capture industry perspective, the DHCG conducted a DHCXN qualitative survey of decision makers from pharma/biotech/med device companies and did a series of quantitative DHCXN interviews, culminating in a panel discussion at the Uber Event's Pharma CX Summit in October 2023.

- ▶ **HCP Channel Trends**
The DHC Group and member partners completed the 2nd annual survey of over 1,000 HCPs designed to assess whether the tactics and spend pharma companies invest in are effectively meeting the needs of HCPs who engage with omnichannel models. The year two results were first released on at the DHC Summit hosted with Novo Nordisk.



Events

Bringing together change makers and innovators to connect and exchange ideas, **DHC Group Summits, Roundtables, and Webinars** provide insights and strategies to enhance the professional development of marketing executives within the healthcare industry, while providing an intimate networking setting within which to connect with fellow thought leaders.

- ▶ **Summits** are uniquely formatted events include a rapidly moving agenda, an engaged group of industry peers, newly released DHC Group research and fireside chats with thought leaders.
- ▶ **Roundtables** are 45 - 60 minute content opportunities featuring invited DHC Group members and pharmaceutical marketers participating in an intensive discussion around a specific topic area.
- ▶ **Webinars** are research or case study-focused virtual content events with an engaged audience and subject matter experts. These are longer form sessions acting as a deep dive on a specific topic.



DHC Summits are hosted live or virtually by leading pharmaceutical manufacturers and free to employees of pharma/med device/biotech companies, and otherwise exclusive to DHC members.



DHC Group Events

Events held each year 12+

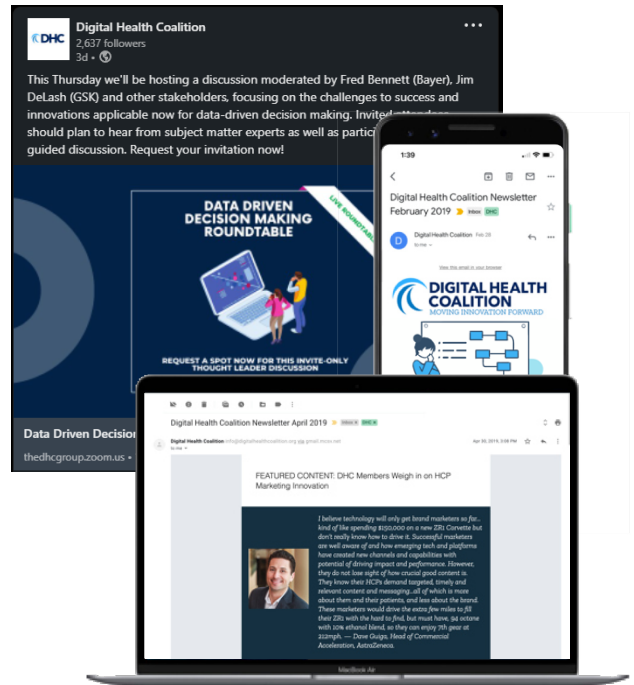
Summit registrations per event 400+

Webinar registrations per event 150+

Network

Each month, over 7,000 email readers receive the DHC monthly newsletter, showcasing a DHC- authored feature article or interview.

- ▶ In addition to DHC content, newsletters include content from donor partners providing additional insights on the feature topic, announcements of DHC upcoming events and webinars, and news items from partners.
- ▶ Newsletters are featured online as well as on DHC's social channels, with a combined audience of over 15,000 industry members.
- ▶ Open rates and click thru rates are consistently higher than industry average.
- ▶ Engagement metrics include over 28% engagement rate on LinkedIn, and 30% average open rate as well as 5.5% average click rate on newsletters.



Sample Titles from Pharmaceutical Marketers in the DHC Group Network

President, US Immunology • Consumer Marketing Director, Women's Health • Sr. Director, Corporate Digital • Director, Customer Strategy and Analytics • Global Director, Multi-Channel Marketing • Strategic Analytic Lead • Head, Cross Franchise Strategy & Planning • VP, Global Commercial Digital & Innovation • Director, Digital Health • Global Multichannel Lead • Sr. Director, Customer & Market Insight • Director/Brand Team Lead • Director Digital Marketing • Executive Director, Advocacy & Patient Engagement, US Oncology • Head, Commercial Insights and Analytics • Corporate Vice President Global Marketing and Market Access • Head of Global Digital Communications • Director, US Oncology Consumer Marketing • MCE Capabilities Director • Head of Patients Outcomes and Solutions • Director, Connected Health • Head, OmniChannel Strategy and Operations • Digital Operations and Platform Integration Director • Product Director • Strategy Head • Executive Director • Director, Creative Studios • Director, Global Marketing Vaccines • Digital Marketing Transformation Lead • Director, Consumer Marketing • Global Head of External Communications • Head, Medical Digital Strategy (eStrategy) • Head of Open Innovation • VP, Commercial Operations • Content Strategy • Global Director, Brand Development and Innovation • Director, Digital Innovation • VP, Digital Strategy and Data Innovation • Head of Global Digital Marketing & Director, Global Marketing Strategy & Support • Head of Marketing Operations • VP, Gen Med/US Ad Promo • MCE - Patient Experience • Director, Digital Innovation • Strategy Director • Lead, Multi Channel Marketing

Case Studies

OMNICHANNEL — A Multi-Phase Project

Project Goal: We undertook quantitative and qualitative research to explore how Omnichannel is understood and activated within pharmaceutical sales and marketing. Throughout the 2nd half of 2022 and the 1st half of 2023, an interview series with senior-level stakeholders was conducted, as well as an industry survey. This research was supplemented with a diverse profile of thought leaders providing extensive input.

Partners Involved: CMI Media Group, Relevate Health, North Highland, eHealthcare Solutions, Juice Pharma, IQVIA, Eversana, Deerfield, and McKinsey

Project Outputs: Four downloadable project reports, a webinar, and presentation of research at DHC Summits.

Getting the Details Right:
Healthcare Professional (HCP)
Omnichannel Activation Strategies

Engagement Stat:

Over
350
downloads of the POV

CUSTOMER EXPERIENCE AND THE PATIENT JOURNEY

Project Goal: This collaboration sought to share the latest data and opinions, prompt discussions, and provide insight and guidance on patient focused customer experience (CX) in life sciences organizations.

Partners Involved: Medallia, Healthline Media, ZS Associates, Sharecare, IQVIA, and Veeva

Pharma Involved: Genentech

Project Outputs: Downloadable POV, presentation series at the DHC Summit hosted with Genentech



Customer Experience and the Patient Journey

A DHC Group Project

“Working with DHC Group on this effort, along with an esteemed group of advisors at the vanguard of braver things, is rewarding.”

Richard Schwartz (Former) Life Sciences
Industry Practice Lead, Medallia

Membership

Benefits

Latest update: January 2024

Strategic Thought Leader Membership Package

Starting at \$33,000

Executive level current strategy consultation & planning session	One session with DHCG leadership
Advisory Board eligibility ** Opportunity for company's leadership to advise on DHCG focus	✓
Access to all DHC event content	✓
Access to briefings of DHC Group's research	✓
Company content promoted to DHC Network & outlets	✓
Opportunity to provide newsletter content	✓
Recognized and promoted at DHC Group's summits and on DHC site/materials	✓
Webinar attendance (typically, 6-10 per year)	unlimited
DHC Summit in-person live and virtual attendance (typically 4+ per year)	2-5 passes per in person event (space permitting) + unlimited virtual passes
Inclusion and Strategic Positioning in DHC Group Topical Research Project	✓
Participation in DHCG Touchpoints – Topical round table discussions – Topic specific webinars – Themed summits co-hosted with pharma partners	3-5 per year **refer to DHCG's editorial calendar for scheduling (space permitting)

Contact

Christine Franklin • Executive Director
cfranklin@thedhcgroupp.com • 410-344-7580