

2025 Membership Info Kit

FOR MORE INFORMATION:

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ABOUT MEMBERSHIP

The DHC Group annual membership provides a selected group of partners within the pharmaceutical digital marketing space an opportunity for thought leadership, networking, and brand awareness. Members of DHCG participate in industry research, thought leader interviews, panel discussions and networking events. Through a mix of curated content and amplification of marketing efforts, DHCG members are able to strategically position both corporate brands and individual thought leaders against DHCG content and events.

DHCG Membership is structured around:



INSIGHTS

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



NETWORK

- Forum for exchange of data
- Foster collaboration across 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, roundtables, and summits
- Hosted with and at pharma companies
- Industry best practices presented
- Content recorded and shared with members

INSIGHTS

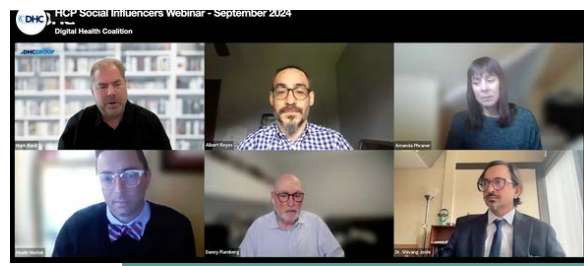
DHC Group selects members, industry leaders and key stakeholders to conduct research projects on a range of topics related to digital pharma marketing innovation. Survey results, white paper analysis, and key takeaways are shared with the DHC network, presented at DHC Group Summits, Roundtables, and/or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

Recent projects include:



The Power of HCP Influencers

This project examined the progression from sourcing HCP influencers to integrating the influencers and content with the overall brand strategy and measuring success over time. Drawing on HCP research conducted by Sermo and LiveWorld, as well as a series of thought leader interviews, this project featured an industry POV and a live webinar, providing marketers an authoritative resource on how to incorporate HCP Social Influencer efforts into a larger plan.



Patient Customer Experience

The DHC Group assembled a leading group of experts – including partners from EVERESANA INTOUCH, Healthline Media, iXlayer and Qualtrics – to study patient customer experience in pharma through gathering recent consumer data, conducting further pharma industry research, and evaluating innovations along the patient journey.



Data Innovation

The DHC Group hosted a roundtable discussion in early December 2024 on Data Driven Transformation in Healthcare Marketing. The panel brought together experts from various sectors and was streamed to a virtual audience. Moderated by Mark Bard, the conversation aimed to bring fresh perspectives on leveraging data in pharmaceutical marketing, sales, and customer engagement.



NETWORK

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



In addition to DHCG 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.



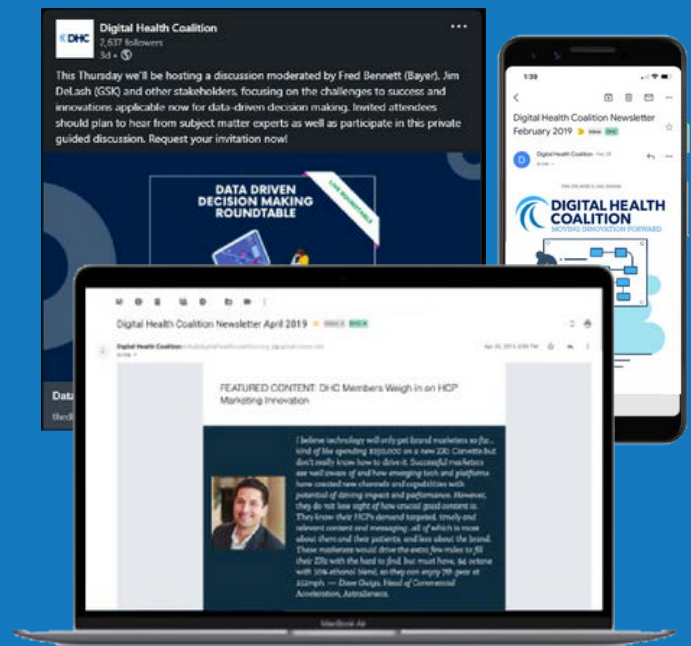
Newsletters are featured online as well as on DHCG's social channels, with a combined audience of over 7,000 industry members.



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

EVENTS

Bringing together change makers and innovators to connect and exchange ideas, DHC Group Summits, Roundtables, and Webinars provide members with the opportunity to share insights and strategies with our audience of marketing executives within the healthcare industry. DHCG events uniquely provide an intimate networking setting within which to connect with fellow thought leaders.



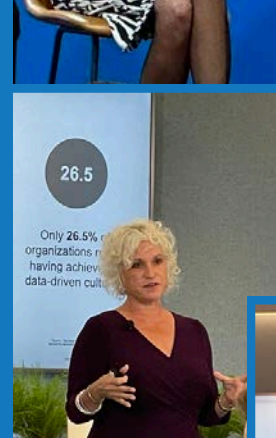
Summits are uniquely formatted events built on a rapidly moving agenda, an engaged group of industry peers, newly released DHC Group research and fireside chats with thought leaders.



Roundtables are 45 - 90 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.



DHCG live events are in-person or virtual, with thought leadership from leading pharmaceutical marketers and are free to employees of pharma/med device/ biotech companies, and otherwise exclusive to DHCG members.



*Sample of pharma companies who have engaged with the DHCG network

DHC GROUP EVENTS



10-12

Events held each year



200+

Summit registrations per event



100+

Webinar registrations per event

DHCG LIFE SCIENCES NETWORK


BREADTH & DEPTH – MORE THAN 3,700 ACTIVE PARTICIPANTS ... AND GROWING


100+ Contact	Novartis Pfizer Bristol-Myers Squibb	Merck Genentech AbbVie	Bayer Roche Takeda			
50-99 Contact	Amgen Sanofi Otsuka	AstraZeneca Gilead Sciences CSL Behring	Mylan Teva Biogen	Celgene		
25-49 Contact	Allergan GlaxoSmithKline Grifols	UCB Pharma Johnson & Johnson Novo Nordisk	Viartis Janssen Boehringer-Ingelheim	Eisai Eli Lilly and Company		
10-24 Contact	Ipsen Biopharmaceuticals Horizon Therapeutics	MSD Abbott Astellas	Horizon Pharma Shire EMD Serono	Sandoz Sanofi Genzyme Daiichi-Sankyo	Regeneron	
5-9 Contacts	Sunovion Pharma Aerogen Alkermes Vertex Pharma	Ferring Pharma AMAG Pharma Biohaven Pharma Boston Scientific	Exact Sciences Sarepta Therapeutics Sobi Acadia	Baxter Healthcare Indegene Mallinckrodt Pharma Moderna	Arcutis Biotherapeutics, Inc.	
3-4 Contacts	Aimmune Therapeutics AISeon Healthcare Technologies Amryt Pharma plc Avanir Pharma BioDelivery Sciences International BioLumina	BlueEarthDx Calliditas Therapeutics AB Click Therapeutics Cytiva Cytokinetics Endo	Foundation Medicine, Inc. Galderma Global Blood Therapeutics Grunenthal Pharma Hemas Pharmaceuticals Pvt Ltd	Hikma Pharma Immunomedics Kite Pharma LEO Pharma LifeScan Medtronic Mirati Therapeutics	Mitsubishi Tanabe Pharma America Myovant Sciences Novocure Octa Pharma Shionogi Inc. Siemens	Tempus Labs, Inc Theratechnologies Inc. Ultragenex Pharmaceutical Inc. Idorsia Pharma
Primary Contact (A-C)	10x Genomics Acceleron Pharma Accord Healthcare Adela Health Advanced Accelerator Applications Aerie Pharma Akcea Therapeutics Akebia Therapeutics	Aklos Health Albireo Pharma, Alcon Laboratories AmerisourceBergen Amicus Therapeutics Amneal Apotex Applied Therapeutics, Inc.	ArborPharma Arena Pharma Arsena Assertio Aurobindo Pharma USA, Inc. Avadel Pharma Avion Pharma Axogen Axsome Therapeutics, Inc.	Bausch Health (formerly Valeant Pharm) Bavarian Nordic Baxalta BeiGene BioCryst Pharmaceuticals, Inc. BioMarin Pharmaceutical Inc. Biomedical EliteCell Corp.	Biopas Mitrabiotech Varian BioXcel Therapeutics, Inc Blink Health bluebird bio Boston Biomedical, Inc. Boston Pharmaceuticals Cepheid Charles River	Chiesi USA Cook Biotech CooperSurgical Covance CRISPR Therapeutics Curium Pharma
Primary Contact (D-N)	Deciphera Pharma Delix Therapeutics Delta Eight Pharmaceuticals Denali Therapeutics Dexcom Direct Biologics Dr. Reddys Elekta	Entrada Therapeutics Epizyme Everest Medicines Epizyme Everest Medicines Faveo Pharma Ferozsons Laboratories Limited FibroGen, Inc	Galera Therapeutics, Inc. Gelesis, GeneDx Generate Biomedicines, Inc. Greenwich Bioscience Gutis Laboratorios Hologic Hyphens Pharma	Impel Neuro Pharma Incyte Innovaccer Insulet Corporation kaleo pharma Karyopharm Therapeutics Inc. Kedrion Biopharma Krystal Biotech	Merz Pharma Minerva Mitrabiotech Myriad Genetics Napo Pharma Neurocrine Neurocrine Biosciences NOVAVAX INC NS Pharma	Nutricia Xeris Nestle pharma Napo Pharma Neurocrine Biosciences NOVAVAX INC NS Pharma Nutricia
Primary Contact (O-Z)	Owens Corning Oyster Point Pharma PEAR Therapeutics Phosphorus Primus Pharmaceuticals Procter & Gamble Quest Quidel QuVa Pharma, Inc Rakuten Medical	Reata Pharma Reistone Biopharma Revance Revision Skincare Rhythm Pharmaceuticals Inc. Sana Biotechnology, Inc. Schwabe Pharma	Scilex Pharma SEA Pharma GmbH Seattle Genetics Seattle Genetics SI-BONE SMG Pharma Sun Pharma Syndax Pharma Synochus	Teradyne TerSera Therapeutics Therapeutics Inc. Trevi Therapeutics, Inc. Unilab Inc United Therapeutics Corporation Valant Medical Solutions	vandalay industries Varian Vericel Verity Pharm1 Vyluma West Pharma Services West Therapeutic Development, LLC	Xeris ZO Skin Health, INC Zogenix Zymergen, Inc. Zymeworks Inc.


RESEARCH

EXAMPLE #1

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. 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, IQVIA Digital, Eversana, Deerfield, and McKinsey

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



CAN WE ADD A QUOTE FROM ONE OF THESE COMPANIES ... AND I DROPPED JUICE :)

ENGAGEMENT STAT:

Over



500

downloads of the POV

RESEARCH

EXAMPLE #2

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 customer experience (CX) in life sciences organizations.



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



Pharma Involved: Genentech



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



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



Richard Schwartz
DHC Group Member

STRATEGIC THOUGHT LEADER MEMBERSHIP

MEMBERSHIP BENEFITS

\$35,000+

Executive level current strategy consultation & planning session

One session with DHCG leadership

Advisory Board eligibility
** Opportunity for company's leadership to advise on DHCG research 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

12 issues per year

Recognized and promoted at DHC Group's Events and on DHC site/materials



Virtual event attendance (typically 6 - 12 per year)

unlimited

DHC Summit in-person live attendance (typically 2 - 4 per year)

1 in-person pass per event (additional passes as space allows)

Thought Leadership Opportunities with DHCG Life Sciences Network



- Inclusion and Strategic Positioning in a DHCG Research Project
- Webinar Presentation or Panel
- In-Person Roundtable Participation
- Executive Interview Video Series
- Themed In-Person Summit Presentation or Panel

members average 2 - 3 thought leadership opportunities per membership cycle

CONTACT

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Executive Director



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ABOUT THE DHC GROUP

OUR HISTORY

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.

OUR LEADERSHIP TEAM



Mark Bard
Co-Founder

LinkedIn



Joe Farris
Co-Founder

LinkedIn



Christine Franklin
Executive Director

LinkedIn