

# Lundbeck, MHRA, Merck, Pfizer to explore social media in the pharmaceutical sector in London

*SMi Group's Social Media in the Pharmaceutical Industry returns to London on the 18th & 19th January 2017 featuring industry leaders in digital healthcare.*

LONDON, UNITED KINGDOM, October 26, 2016 / EINPresswire.com/ -- With mHealth revenue skyrocketing and the number of health apps increasing by the day, social media is playing a crucial role in gaining real-time insights into customer and stakeholder needs; reactions to news, studies and products; and in assessing the impact of changes within the competitive healthcare industry.

Gathering a unique audience of senior industry innovators in healthcare and digital marketing including AbbVie, Accenture, Creation, MHRA, MSD, GE Healthcare, Janssen, Lundbeck, and Pfizer, SMi Group's sell-out show [Social Media in the Pharmaceutical Industry](#) returns to London on 18-19 January.

[The two-day conference](#) will provide a platform for senior marketing practitioners to capture the latest trends and technologies, learn from practical case studies and benchmark best practice to maximise digital strategy.

Day 1 will address topics on social listening skills for adapting to patient requirements, digital strategy, patient engagement, and creating content to leverage your branding; whilst Day 2 will explore advancements in technology including mHealth apps and their effect on the industry, regulatory updates and social networking for HCPs.

Featured speakers include:

- Daniel Ghinn, Founder & CEO, Creation Healthcare
- Julie O'Donnell, Head of Global Customer Interaction Management, Lundbeck
- Phil Tregunno, Signal Management Unit Manager, WEB-RADR Project Lead, MHRA
- Thibaud Guymard, Head of Digital Services, MSD
- Doris Casares, Communications Director, Medicines for Europe
- Scott Gavin, Regional Lead, Digital Centre of Excellence / Digital Services, Pfizer
- Dimithri Wignarajah, Head of Content & Social Media, GE Healthcare Life Sciences

The event will also feature two pre-conference workshops hosted by Stinesorensen, Lundbeck and the Conversationalist Agency.



The poster features the SMi logo at the top right with the tagline 'LINKING BUSINESS and INFORMATION'. Below it, it states 'SMi Presents the 9th annual conference on:'. The main title 'Social Media IN THE PHARMACEUTICAL INDUSTRY' is in large pink and white letters, with the hashtag '#pharmasocialmedia' in teal. The dates '18-19 JANUARY 2017 LONDON, UK' are prominently displayed in white. The background is a dark blue with a network of white nodes and lines, and several circular icons representing people and communication. At the bottom, it says 'REGISTER AT www.social-media-pharma.com' and 'Social Media in the Pharmaceutical Industry'.

For more updates on the conference, follow SMi Group on [@smipharm](#) and join the conversation using #pharmasocialmedia on Twitter.

Contact Information:

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Social Media in the Pharmaceutical Industry  
18 & 19 January 2017  
Holiday Inn Kensington Forum, London, UK  
<http://www.social-media-pharma.com/EIN>

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About SMi Group:

Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries. We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. More information can be found at <http://www.smi-online.co.uk>

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The poster features a dark blue background with a network of glowing blue circles and lines. A central figure is surrounded by icons representing social media and technology. The text is prominently displayed in white and pink. The SMi logo is in the top right corner.

SMi presents the 9th annual conference on  
**Social Media**  
IN THE PHARMACEUTICAL INDUSTRY  
18-19 JAN 2017  
LONDON, UK  
#pharmasocialmedia  
[www.social-media-pharma.com](http://www.social-media-pharma.com)  
9th Social Media in the Pharmaceutical Industry