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**Local Marketing Association to Hold
Patient-Centric Marketing Panel Discussion
for Pharmaceutical/Life Sciences Marketers**

*March 10th PAMA event in Philadelphia to examine how marketers can build
and strengthen patient relationships*

(Philadelphia, PA – February 25, 2011) – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional association for marketers, educators and students across the tri-state region of the Delaware Valley – invites marketers in the pharmaceutical and life sciences fields to an expert panel discussion on “Patient-Centric Marketing,” March 10th, 6:00 p.m. to 8:00 p.m., Saint Joseph’s University, 5600 City Line Avenue, Philadelphia. The program will examine how pharmaceutical companies and healthcare organizations are earning, establishing and maintaining relationships directly with patients.

Attendees are asked to RSVP by March 4th by visiting <http://www.amaphilly.org>, calling 267-287-8497 or emailing info@amaphilly.org. The registration fee is \$45 for association members and \$55 for non-members. Early bird fees are available for those who register before March 3rd.

Topics of discussion will include: shifts in the regulatory environment that and their impact on the methods used to segment, engage, support and maintain the loyalty of patients as well as the redefinition of marketing relationships with patients.

Attendees will learn about the evolution of patient-centric marketing and its goals, the elements of an effective patient-centric campaign, and how patient-centric marketing can transcend patient promotion to deliver patient loyalty and persistence.

About PAMA

Established in 1931, the Philadelphia Chapter of the American Marketing Association (PAMA) was one of the first 100 chapters now affiliated with the American Marketing Association

(AMA), which is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide.

Today PAMA's 500+ professional, student and emeritus members represent a diverse array of businesses, industries, government and professional organizations across the Greater Philadelphia area, including southern New Jersey and northern Delaware. PAMA is committed to bringing together members at all career levels with key thought leaders in various marketing disciplines and industries. For more information, visit www.amaphilly.org.

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