



The Chartered  
Institute of Marketing

**Hotlines:**

Membership +44 (0)1628 427120  
Qualifications +44 (0)1628 427120  
Training +44 (0)1628 427200  
Conferencing +44 (0)1628 427244

Moor Hall, Cookham  
Maidenhead  
Berkshire, SL6 9QH, UK  
Tel +44 (0)1628 427500  
Fax +44 (0)1628 427499  
www.cim.co.uk

**Daniel Ghinn, CEO, Creation Healthcare – ‘Social media for healthcare marketing.’**

Recently named among the world’s most inspiring healthcare entrepreneurs in the PharmaVOICE 100 list 2014, Daniel is an international speaker, teacher and prolific writer on the changing healthcare marketing environment. His book, 'Pathways to Engagement for Healthcare Organizations', captures three years of research into the world’s most innovative and effective healthcare engagement.

Daniel is CEO of Creation Healthcare, the global consultancy he founded in 1998 which has helped healthcare organizations all over the world to improve their effectiveness in the digital age. Last year the company launched Creation Pinpoint, a unique service that analyses conversations among more than 100,000 healthcare professionals in social media worldwide. He lives in Kent with his wife and three children.

**About Daniel’s session:**

Social media is touching every aspect of healthcare communications and marketing, integrating into the lives of patients, healthcare professionals and providers. With patients and professionals increasingly looking to social media for answers to their healthcare questions, healthcare providers have new opportunities to transform their relationships with customers and stakeholders.

In this session, Daniel Ghinn will draw from his research and application in the worldwide field of healthcare to consider how social media is changing the lives of patients and healthcare professionals and to provide practical advice you can implement immediately.

**Thomas Brown, Director of Strategy and Insights at CIM - Keeping Social Honest.**

Thomas is leading strategy and business planning, HR, research, thought leadership, brand, marketing and marketing services, and a central project management team. An ideas and capability evangelist with a wood-for-the-trees perspective on the world, Thomas is passionate about marketing and digital transformation, capability development and how customer focus can drive growth and performance.

His ideas, words or work have been covered on, in and by Bloomberg TV, BBC News, BBC Radio 4, The Times, The Daily Telegraph, City AM, The Independent, The Grocer, Marketing, Marketing Week and The Financial Times, amongst others.

**About Thomas's session:**

This session will help you keep your social media practice honest, legal and effective. According to research conducted by CIM, in conjunction with YouGov and Bloomberg, 44 per cent of those surveyed find it difficult to trust brands on social networks. This event will share the findings from this unique piece of research and focus on responsible practices in social media including the ‘Ten Commandments for Social Media’ to help you increase trust and engage more effectively with your target audiences.



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**Robert Dossin, Managing Director UK and Global Director of Life Sciences and Healthcare at InSites Consulting – ‘Conversation research: leveraging the power of social media.’**

Robert has 20 years’ experience in digital marketing and research. Robert partners with commercial teams, business units heads, marketers and researchers to help them better connect with their customers. He works with many blue chip companies in the digital space and is a regular speaker at marketing conferences.

**About Robert's session:**

In the social media landscape of user generated content, should the unit of measurement be ‘conversations’ rather than ‘respondents’? This session will focus on the pros and cons of ethnography, using a pan-European case study undertaken by InSites Consulting for Janssen Pharmaceuticals on schizophrenia, as an example of how even companies who focus on healthcare research can get value from listening to their consumers. The presentation will look at how to make the most of the benefits of new technology – text analytics, scraping – whilst still needing human intelligence and different perspectives.

**Workshop facilitators: Maria Callow and Sharon Berkhout – ‘Creating protocols for digital media.’**

Maria is Marketing Manager at The Kent Institute of Medicine & Surgery (KIMS). KIMS is a £95 million, privately-funded, state-of-the-art hospital campus opening in April 2014. Maria has over 25 years’ experience as a marketer and consultant and set up her own marketing agency, alexandrapatrick in 2005.

Maria achieved her Postgraduate Diploma in Marketing in 1999 and became a Chartered Marketer in 2002. Maria gained a first class Master’s degree in Strategic Marketing in 2003 and CAM Diploma in Digital Marketing in 2011.

Sharon Berkhout, MCIM, has worked in corporate and marketing communications roles for nearly 30 years. For the last ten years she has worked for the NHS as a Marketing Communications Manager in the mental health sector, which has seen increasing competition with the opening of markets and opportunities for 'any qualified provider' to deliver NHS services. She recognises the challenges that this brings to NHS Trusts and other organisations, and the important role that marketing plays in this competitive new environment.

Prior to working in the NHS Sharon worked for GE, where she was a marketing communications specialist for Europe. She spent a number of years working in The Netherlands for Compuware, a global software company, and a Dutch Firm of specialist tax advisors to focus on their branding and marketing.

Sharon is a qualified Chartered Marketer who is currently working with CIM to further develop market interest groups for the healthcare sector.



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