

Taking your marketing efforts global

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Bringing a new drug to market increasingly involves a coordinated global strategy of seeking approval in multiple markets for varying indications. Marketers are faced with the same challenge of coordinating their communications efforts globally to take advantage of the economies of scale while still remaining compliant with local market requirements. This session examines the best practices for developing marketing communications that support these global efforts, including a look at the nuances associated with the global review and approval process, getting local market buy-in, and ensuring high quality communications around the world.

Biography

Dale Cooke is the head of Regulatory for Digitas Health, which is a healthcare marketing firm purpose-built to connect today's healthcare brands with 21st century healthcare consumers and professionals. He is the author of Effective Review & Approval of Digital Promotional Tactics, which was published as part of The Food & Drug Law Institute's Primer Series and is currently working on a book about compliant social media usage for prescription product manufacturers.

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