



## Voicing the future...

The Healthcare Communications Association Annual Members' Meeting

28<sup>th</sup> November 2018

Wellcome Collection, London

- 6.00pm**      ***Your sector, your organisation...***  
Mike Dixon, HCA CEO, provides an update on the HCA and our future
- 6.45 pm**      ***Social Media Monitoring for pharma and in the context of pharmacovigilance***  
  
Lucy Freeman, Methodology & Quality Assurance Manager for LexisNexis Analytics & Project Management teams, based in Paris
- 7.10pm**      ***Flight HIV101: The power of social media and influencer communications in disease awareness***  
  
Bahar Turkoglu, Director, Public Affairs, Gilead Sciences Ltd UK & Ireland  
And Peter Impey, Managing Director PR, 90TEN
- 7.35pm**      ***Starting the conversation: the changing landscape of customer engagement***  
  
Charles Cadbury, CEO 'Say It Now' and pioneer of multi-award-winning conversational technologies
- 8.00pm**      ***Closing remarks followed by networking food and drinks***

*The HCA is grateful to LexisNexis for their kind support of this event*



## Guest speaker biographies:

**Lucy Freeman** is the Methodology & Quality Assurance Manager for LexisNexis Analytics & Project Management teams, based in Paris. She has a background in Biochemistry and six years' experience in media monitoring projects ranging from social media analysis to regulatory news updates for a wide range of customers in pharma & cosmetic industries.

### **Bahar Turkoglu, Director, Public Affairs – Gilead Sciences Ltd UK & Ireland**

Bahar is a Director of Public Affairs at Gilead Sciences leading communications for the company's HIV and Hepatitis portfolios across UK and Ireland. Bahar was previously responsible for corporate affairs and public relations for Neurosciences and Urology for the Europe, Africa and the Middle East region of Allergan. Prior to Allergan, Bahar worked at public relations agencies in both London and Paris, supporting European and country-level communications and patient advocacy for diverse pharmaceutical clients. Bahar earned a Master's degree in consulting and marketing at University Paris 7 Denis Diderot and a Master's degree in European history at University Paris Panthéon – Sorbonne and Leiden University (Netherlands).

### **Peter Impey, Managing Director PR, 90TEN**

Peter is the Managing Director of 90TEN Communications, the Public Relations practice of the 90TEN Group. He has been a driving force behind multiple award-winning patient campaigns for the agency which have been recognised for their creativity and outcomes focused approach. He has worked in the pharmaceutical sector for almost two decades both in-house and on the agency side. He has held positions at Procter & Gamble Pharmaceuticals, Galliard, Ketchum and Virgo. Prior to this, Peter trained as a pharmacologist at King's College London.

**Charles Cadbury** has 19 years digital experience, focused on emerging technologies through the growth of web, social then mobile. He has spent the last three years helping enterprise clients evaluate conversational interfaces and bring multi-award winning conversational (chatbot and voice) platforms to market and now works as CEO at 'Say It Now'.

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