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The Greater New York & Philadelphia Chapters  
Of the Marketing Research Association Welcome You to:

**The 12th Annual  
Marketing Research Association  
Joint Chapter Spring Conference**

“Healthcare & Privacy & Economics, Oh My!”



**Crowne Plaza Hotel  
Philadelphia, PA**



# Schedule at a glance

Thursday April 22nd, 2010

8:30am to 10:00 am	Registration and Morning Refreshments	
10:00am to 10:15am	Welcoming Remarks	
10:15am to 11:15am	Session 1	<b>Merrill Dubrow, M/A/R/C Research</b> <i>12 Different Strategies to Move Your Business Forward!</i> <i>PRC - TBD</i>
11:15am to 11:30am	Morning Break	
11:30am to 12:30pm	Session 2	<b>Terence McCarron &amp; Tamara Burke, All Global</b> <i>Healthcare Research, International, Pricing &amp; Reimbursement,</i> <i>Qualitative Research &amp; European Payors</i> <i>PRC - 1 Hour in Research</i>
12:30pm to 2:00pm	Lunch	
2:00pm to 3:00pm	Session 3	<b>Steve Levine, Strat360, LLC</b> <i>Marketing Research: Back to the Future</i> © <i>PRC - 1 Hour in Research</i>
3:00pm to 3:15pm	Afternoon Break	
3:15pm to 4:30pm	Session 4	<b>Healthcare Panel Moderated by Bette Ann Champion</b> Featuring Panel Members: <b>Susan McDonald, National Analysts Worldwide</b> <b>Polly Speros, Epocrates, Inc.</b> <b>Ivona Kopanja, Dey Pharmaceuticals</b> <b>Andrea Hutson, Independence Blue Cross</b> <i>PRC - TBD</i>
4:30pm to 4:45pm	First day wrap up/ announcements	
5:30pm to 7:30pm	Cocktail Party	

Friday April 23rd, 2010

8:00am to 9:00am	Breakfast - Announcement of Philadelphia chapter scholarship winners	
9:00am to 10:00am	Session 5	<b>Joan Hoenninger, Wawa</b> <i>Research Makes a Difference</i> <i>PRC - TBD</i>
10:00am to 11:00am	Session 6	<b>Peter Milla, Consultant</b> <i>New Developments in Privacy for Online Research</i> <i>PRC - 1 Hour in Legal</i>
11:00am to 11:30am	Morning Break	
11:30am to 12:30pm	Session 7	<b>LaToya Rembert-Lang, MRA National</b> <i>Pharmageddon: New Challenges in Healthcare Privacy for Survey Researchers</i> <i>PRC - TBD</i>
12:30pm to 1:30pm	Session 8	<b>David Sheatsley, US Travel Association</b> <i>The Changing Face of Travel</i> <i>PRC - 1 Hour in Business</i>
1:30pm to 3:30pm	Lunch / Raffle / Wrap-up	