

Bringing Multiple Perspectives to the Discussion:

Editors:

Cynthia Mulrow, **ANNALS OF INTERNAL MEDICINE**
Melissa L Norton, MD, **BMC SERIES, Editorial Director (Medicine)**
Dr. Randy Schekman, **PROCEEDINGS OF THE NATIONAL ACADEMY OF SCIENCES**
Anna G. Trudgett, MA, **BLOOD**
Dr. Maja Zecevic, **THE LANCET**

Industry:

Stephanie M. Eliopoulos, **MEDTRONIC CARDIOVASCULAR, INC.**
Ramin Farhood, Pharm.D., MBA, **BAXTER BIOSCIENCE**
Maureen F. Garrity, **ASTELLAS PHARMA GLOBAL DEVELOPMENT**
Jan Kolb, RN, BS, MBA, **DELTA PHARMA**
Mary-Margaret Lannon, **TAKEDA**
Matthew Monberg, MS, **LILLY USA, LLC**
Jane Moore, MS, CMPP, **MEDTRONIC CARDIOVASCULAR, INC**
Diane Murphy, **ALLERGAN MEDICAL**
Mina Patel, **CEPHALON**
Susan E. Siska, **ABBOTT**
Louise Wyhopen, BSN, RN, **NOVARTIS ONCOLOGY**

The Academic Community:

Michael R. Botchan PhD, **UNIVERSITY OF CALIFORNIA, BERKELEY**
Steven R. Cummings, MD, FACP, **UNIVERSITY OF CALIFORNIA, SAN FRANCISCO**
Sheldon Greenfield, MD, **HEALTH POLICY RESEARCH INSTITUTE, UNIVERSITY OF CALIFORNIA, IRVINE**
Michael Katz, PhD, **UNIVERSITY OF CALIFORNIA, BERKELEY**
Kirby Lee, Pharm.D., M.A., **UNIVERSITY OF CALIFORNIA, SAN FRANCISCO**

Topic Experts:

Dan Donovan, **UNITED BIOSOURCE CORPORATION**, President, **UBC-ENVISION GROUP**
Art Gertel, **BEARDSWORTH CONSULTING GROUP, INC.**
J. Andrew Lemons, **BAKER, DONELSON, BEARMAN, CALDWELL & BERKOWITZ, P.C**
Gordon Muir-Jones CMPP, **OXFORD PHARMAGENESIS INC**
Liz Wager, **SIDEVIEW**

Conference Sponsors:

Platinum:



Bronze:



June 24-25, 2010
The Marines' Memorial Club
San Francisco

TIPPA
The International Publication Planning Association

The International Publication Planning Association (TIPPA)
Proudly Presents

Register by April 30th to take advantage of the early bird savings

TIPPA

The International Publication Planning Association's 8th Annual Meeting

Rising to the Challenge: Bridging the gap between industry, academia and the general public

Meeting Highlights:

Extended panel discussions:

- View from the Editors: A discussion & debate on journals' views about industry publications
- The practical realities of GPP2: A focus on the challenges of implementation
- Authorship issues: Discussion on industry/academia collaborations

The latest industry updates from topic experts:

- Hot-button compliance issues & key regulatory updates
- Successfully addressing comparative effectiveness in publication planning

Practical education with immediate takeaways:

- Responsibilities for publishing data from investigator-initiated research studies
- Defining and leveraging the metrics of success in publication planning
- Publication planning and execution for medical devices: Sprint vs. marathon



To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com

Interested in Joining TIPPA?

The International Publication Planning Association (TIPPA) is an industry-run association. Our mission is to foster excellence in medical publications and communications within the biopharmaceutical industry by providing a foundation from which the industry can stand together to organize thoughts and present recommendations and ethical guidance. In addition TIPPA provides practical strategies for developing, implementing and executing an effective publication and communication plan as a critical component of the clinical biopharmaceutical development process. Our aim is to help biopharmaceutical communication executives and their agencies produce ethical and targeted publications and clinical data throughout the product lifecycle. Visit our website: www.publicationplanningassociation.org to join!



ABOUT HEALTHCARE EDUCATION ASSOCIATES AND ITS PARENT COMPANY

Healthcare Education Associates is a division of Financial Research Associates, LLC. HEA and FRA strive to be a resource for the healthcare, pharmaceutical, financial and legal communities to improve its business by providing access to timely and focused business information and networking opportunities in topical areas. Offering highly targeted conferences, Healthcare Education Associates positions itself as a preferred resource for executives and managers seeking cutting-edge information on the next wave of healthcare business opportunities. See www.healthcare-conferences.com for more information on upcoming events.

Is your publication planning department evolving fast enough to meet the challenges ahead?

TIPPA is proud to announce our 8th Annual Meeting – **Rising to the challenge: Bridging the gap between industry, academia and the general public.** Join us in the beautiful city of San Francisco June 24-25, 2010 for this cutting-edge event.

We've filled this agenda with the things you need most: Topic experts delve into the hottest issues and crucial updates, extended discussion sessions address tough ethical challenges, interactive panels bring together multiple perspectives on key topics, plus unique presentations on upcoming trends that will prepare you for what you'll be facing next on the greater stage. Sessions include:

- Effectively communicating pub litigation practices, processes and policies to outside departments
- Corporate Integrity Agreements: Recent developments and the impact on publication planners
- Managing the competing interests of industry & academia to promote good clinical research
- Snapshot case studies and problem solving in global publications planning
- What is comparative effectiveness and what is driving the movement? How do we respond to the call for evidence of "real world" effectiveness for therapies, devices and interventions?
- How should publication planners deal with inconsistencies between ICMJE and journal/conference-specific guidelines?

Don't miss this crucial opportunity to learn from our uniquely diverse speaking faculty: Veteran publication planners, renowned topic experts, seasoned journal editors and members of the academic community come together for this one-of-a-kind event. You'll walk away with invaluable knowledge, immediately useful ideas and strategies, a better understanding of the "big picture" – and how you can better rise to today's challenges in publication planning.

Register today! Call 866-676-7689 or register online at www.healthcare-conferences.com.

Sincerely,

Kristin B. Rodriguez

Kristin B. Rodriguez, *Executive Director*

THE INTERNATIONAL PUBLICATION PLANNING ASSOCIATION
Senior Conference Director
HEALTHCARE EDUCATION ASSOCIATES, LLC

P.S. Check out the breakfast roundtable sessions on Friday, June 25th. Now bigger, better and more streamlined than before, the roundtable discussion session provides a fantastic forum for you to engage with your peers in a meaningful way.

Special Appreciation to Our Executive Board

Elizabeth Crane, *Senior Manager, Medical Publications, ASTELLAS PHARMA GLOBAL DEVELOPMENT, INC*

Art Gertel, *VP, Strategic Regulatory Consulting, Medical Writing, & QA, BEARDSWORTH CONSULTING GROUP, INC.*

Jodie Sherman Gillon, *Director, Publication Management Team, PFIZER, INC*

Kirby Lee, *Pharm.D., M.A., Assistant Professor of Clinical Pharmacy at the School of Pharmacy and Institute for Health Policy Studies, School of Medicine, UNIVERSITY OF CALIFORNIA, SAN FRANCISCO*

Elizabeth Loder, MD, MPH, *Clinical Editor, Secondary Care, BMJ*

Jane Moore, MS, CMPP, *Global Evidence Management, MEDTRONIC CARDIOVASCULAR, INC*

Keith Veitch, *Head Global Publications, NOVARTIS VACCINES*

Liz Wager, *Managing Director, SIDEVIEW*

Who Should Attend?

This conference is designed for senior-level professionals in the bio/pharmaceutical industry, with responsibilities in the following areas:

- Medical or Clinical Publications
- Medical or Scientific Communications
- Medical writing
- Medical or Clinical Affairs

Top Reasons to Attend

1. Learn how other publication planners are implementing GPP2 into their everyday processes: Best practices
2. Get the journals' perspectives: Check out our brand new editors panel with representatives from The Annals of Internal Medicine, Blood, The Lancet and others
3. Understand the latest regulatory developments and their impact on your daily responsibilities
4. Hear how other companies are addressing the issue of "raw data": How they define it and its implications for timelines and collaboration with authors
5. Take advantage of this valuable opportunity to network with your peers and the industry's leading experts
6. Brainstorm with your peers in collaborative workshop settings: Learn from the experiences of others and walk away with fresh ideas for your own team
7. Be prepared to address comparative effectiveness in your publication plans
8. Benefit from a unique presentation: The director of the Industry Alliances Office at the University of California, Berkeley shares his perspective on managing the competing interests of industry and academia to promote good clinical research
9. Flush out how (and if) publication planners should plan for IISR publications
10. Gain insight from a presentation focused on the short timelines for medical devices: How to move fast to avoid missing opportunities

Sponsorship and Exhibit Opportunities

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this conference. We can design unique sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event. **To learn more about sponsorship opportunities, please contact Kevin Weigel: kweigel@healthcare-conferences.com or 704-341-2448.**

Conference Platinum Sponsor:



UBC-Envision Group is an innovative scientific communications and technology company focused on the

life science industry. We provide two core business offerings:

1. Scientific Solutions - comprehensive strategic publications planning and associated services and independent investigator trial services.
2. Technology Solutions - targeted tools supporting the publications planning and independent investigator trial, CME, and charity grant needs.

Scientific Solutions

Publications Professional Solutions - publication policy development, implementation, and training; process expertise; metrics planning; and publication summits. Publications Planning Solutions - strategic publication plans; plan management; full range of publication plan outputs (abstracts, posters, oral presentations, primary manuscripts, review articles, etc.) UBC-Envision Group's in-house medical writers—all PhDs, PharmDs, and MDs—work with clients to develop well-planned, strategically driven, audience-focused data dissemination programs. Full complement of related skill sets - We compliment our publications planning expertise with a broad array of related and relevant services including Health Economics and Outcomes Research, Epidemiology, database analysis and systematic reviews as well as experienced biostatistics personnel. Independent Investigator Trial (IIT) Solutions - process assessment; compliance audit; value assessment; investigator support; and value realization. With deep knowledge of the IIT environment, we help clients at every stage of the IIT life cycle, in search of efficiencies and to ensure compliance with organizational, regulatory, and legal requirements.

To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com

DAY ONE:

THURSDAY, June 24, 2010

8:00 – 8:45 Registration and continental breakfast

8:45 – 9:00

Chair's Welcome

Chairperson:

Dan Donovan, *Senior Vice President, UNITED BIOSOURCE CORPORATION President, UBC-ENVISION GROUP*

9:00 – 10:30 PANEL DISCUSSION

The Practical Realities of GPP2: A Focus on the Challenges of Implementation

The Pharmaceutical industry has had 6 months to digest GPP2. How has GPP2 been received by the industry and by publication planners? How have publication planners fared in their efforts to implement its recommendations? Has it effectively clarified the gray areas for publication processes? Join in the debate during this interactive panel discussion, in which we examine the how we can implement and what more could be done in future: How publication planning professionals are implementing GPP2 in their everyday practices. Topics to be addressed include:

- Access to data; what does this mean?
- Documenting contributions effectively: What have we learned?
- Unaddressed issues and persistent challenges
- Noted progress since GPP1

Panelists:

Elizabeth Crane, *Senior Manager, Medical Publications ASTELLAS PHARMA GLOBAL DEVELOPMENT, INC*

Jane Moore, MS, CMPP, *Global Evidence Management MEDTRONIC CARDIOVASCULAR, INC*

Diane Murphy, *Director, Global Medical Writing ALLERGAN MEDICAL*

Gordon Muir-Jones CMPP, *Executive Vice President OXFORD PHARMAGENESIS INC*

Moderator:

Mina Patel, *Senior Director of Medical Communications CEPHALON*

10:30 - 10:45 Refreshment break

10:45 – 12:00

Hot-Button Compliance Issues & Key Regulatory Updates

- Corporate Integrity Agreements
- What's new in state legislation?
- The latest from the State of Maine and implications for publication professionals
- News from Europe: Latest updates on their measures
- Regulatory realities and legal considerations of off-label issues
- In the news: Updates on legal cases surrounding off-label issues and Wyeth v. Levine
- Issues on the world stage surrounding off-label information and the implications for medical affairs and marketing

Speakers:

J. Andrew Lemons, *Partner BAKER, DONELSON, BEARMAN, CALDWELL & BERKOWITZ, P.C.*

Matthew Monberg, MS, *Consultant-Scientific Communications LILLY USA, LLC*

12:00 – 1:00 Networking Luncheon

1:00 – 2:00

Authorship Issues: Discussion on Industry/Academia Collaborations

Gain valuable insight from this interactive panel discussion, which brings the varied perspectives of the academic community and industry together in a candid conversation about authorship. Panel members will offer their thoughts on what is required from both sides to publish good scientific research, and the discussion will emphasize authorship issues and competing interests.

Panelists:

Michael R. Botchan PhD, *Richard and Rhoda Goldman Distinguished Chair of Biochemistry and Molecular Biology, Co-Chair Department of Molecular and Cell Biology, UNIVERSITY OF CALIFORNIA, BERKELEY*

Steven R. Cummings, MD, FACP, *Professor Emeritus, General Internal Medicine UNIVERSITY OF CALIFORNIA, SAN FRANCISCO*

Susan E. Siska, *Director, Global Medical Publishing ABBOTT*

Moderator:

Kirby Lee, Pharm.D., M.A., *Assistant Professor of Clinical Pharmacy at the School of Pharmacy and Institute for Health Policy Studies, School of Medicine UNIVERSITY OF CALIFORNIA, SAN FRANCISCO*

2:00 – 3:00 WORKGROUP SESSION

Effectively Communicating Publication Practices, Processes and Policies to Outside Departments

Roll up your sleeves and join your peers in this workgroup setting. Faculty will lead a roundtable session during which attendees will collaborate, and discuss issues surrounding internal corporate communications. Delegates will be invited to submit specific topics for discussion prior to the meeting, such as:

- What are the means for communication, education and updates?
- How do you ensure the right people get (and notice) the right information?
- Evaluating the formal process – SOPs
- How to account for corporate culture – autonomy, authority, responsibility and accountability
- How do you address and communicate corporate/industry/regulatory/academic standards within the company?
- Examining cultural and communication differences around the globe

Session Leader:

Stephanie M. Eliopoulos, *Sr. Clinical Publications Manager MEDTRONIC CARDIOVASCULAR, INC.*

Art Gertel, *VP, Strategic Regulatory Consulting, Medical Writing, & QA, BEARDSWORTH CONSULTING GROUP, INC*

3:00 – 3:15 Refreshment break

3:15 – 4:15

Social Media & Proper Publications Planning - Is there an Acceptable Interaction?

There are a multitude of social network vehicles that may offer an ability to extend the reach of medical publications programs from blogging to tweeting. We know more and more younger physicians rely solely on the web for their information, so we need to think about alternative ways to make the critical information available in traditional print media accessible to this audience and understand the benefits (eg reach and speed to information availability) and drawbacks (eg no peer review and condensed format to adequately express critical information) of each option. This presentation will provide a comprehensive assessment of the social media options and their applicability to proper medical publications.

Speaker:

Dan Donovan, *Senior Vice President, UNITED BIOSOURCE CORPORATION President, UBC-ENVISION GROUP*

TIPPA's 8th Annual Meeting

4:15 – 5:30 PANEL DISCUSSION

View from the Editors: A Discussion & Debate on Journals' Views about Industry Publications

From interpretations of authorship and the role of medical writers to extra scrutiny of industry-sponsored articles, the editors of peer-reviewed medical journals have a huge impact on the activities of publication planners. In this extended panel discussion, editors come together to discuss the latest issues in authorship, negative data and publications, and much more. Topics to be addressed include:

- How should publication planners deal with inconsistencies in the ways journals interpret the ICMJE authorship criteria? (eg some journals now require medical writers to be listed as authors)
- How should companies approach getting negative data published?
- Journals require full disclosure of sponsors' involvement but how do editors ensure that reviewers are not biased by this?
- Should companies disclose their role in publication review and planning as well as in manuscript preparation?
- What, if any, is the role (and future) of industry-sponsored supplements?

Panelists:

Cynthia Mulrow, MD, MSc, MACP, *Senior Deputy Editor*
ANNALS OF INTERNAL MEDICINE

Melissa L Norton, MD, *Editor-in-Chief*
BMC SERIES, *Editorial Director (Medicine)*

Dr. Randy Schekman, *Professor of Cell and Molecular Biology and HHMI Investigator, UC BERKELEY and Editor-in-Chief, PROCEEDINGS OF THE NATIONAL ACADEMY OF SCIENCES*

Anna G. Trudgett, MA, *Assistant Director – Editorial, Managing Editor*
BLOOD

Dr. Maja Zecevic, *US Senior Editor*
THE LANCET

Moderator:

Liz Wager, *Managing Director*
SIDEVIEW



5:30 *Day One Sessions Adjourn*
Cocktail reception sponsored
by UBC-Envision Group



DAY TWO:

FRIDAY, June 25, 2010

8:00 – 9:00

Breakfast Roundtable Discussions

The roundtable discussion sessions were so well received in 2009, we've included them in this year's meeting program as well! Now more streamlined than before, the roundtable discussion session is one of the most valuable parts of the program! Pull up a chair and hear directly from your peers in a more relaxed setting. This session provides an incredible opportunity for you to bounce ideas off of others, and to benefit from their experiences as well, all over a hot cup of coffee and delicious breakfast.

Topics will be chosen by registered delegates 4 weeks prior to the annual meeting; all attendees will be invited to submit topic suggestions. Examples of possible topics for discussion are:

- How can we address perceptions of conflicts of interest?
- How can we encourage people within the company to be authors? Is this automatically viewed as biased?
- Can marketing have a seat at the table?
- Publishing in print vs. online – strategic considerations
- Revisiting roles and responsibilities: How to hold individuals accountable
- Medical Devices: A discussion on issues specific to this group of pub planners

Moderators:

TBD

Contact Kevin Weigel for opportunities to sponsor the roundtable discussion session: kweigel@frallc.com

9:00 - 9:15

Chair's Welcome & Day One Re-Cap

Chairperson:

Dan Donovan, *Senior Vice President, UNITED BIOSOURCE CORPORATION*
President, UBC-ENVISION GROUP

9:15 – 9:45

A Perspective: How to Manage the Competing Interests of Industry & Academia to Promote Good Clinical Research

Competing interests are common for both the pharmaceutical industry and academic community. These include financial, personal and professional interests that could interfere with, or be perceived to interfere with obligations to act in the best interest of patients, or objectively conduct, present, review or publish research. Although the existence of a competing interest does not necessarily mean wrong doing or harm, it does require management to prevent potential bias, or the perception of bias. While there are a number of guidelines and recommendations to manage competing interests ranging from simple disclosure to prohibition of financial relationships or involvement in the conduct or dissemination of research, the challenge remains: What is the best way to manage our competing interests in order to maintain and promote good clinical research?

Speaker:

Michael Katz, PhD, *Director, Industry Alliances Office*
UNIVERSITY OF CALIFORNIA, BERKELEY

9:45 – 10:45 Pick Your Session

Publication Planning and Execution for Medical Devices: Sprint vs. Marathon

- Medical device companies have joined pharma companies in developing publication strategies, policies and procedures
- Publication Planning challenges with short timelines from bench to bedside
- Publication Economics - getting by with less: How to get the necessary clinical evidence with short product life cycles
- Creating clinical evidence with short product life cycles and iterative technologies requires early planning, and targeted execution
- Smaller patient and short follow-up requirements means move fast or missed opportunities
- FDAAA requirements for devices: Similarities and differences

Speaker:

Jane Moore, MS, CMPP, *Global Evidence Management*
MEDTRONIC CARDIOVASCULAR, INC

OR

Workgroup: Snapshot Case Studies and Problem Solving in Global Publications Planning

We're building on the success of our February Midwest Meeting and will once again offer delegates this unique networking and learning opportunity! Attendees will be invited to submit specific topics, case studies, and issues before the Meeting. The faculty will focus the session on these topics, leading a workgroup-style roundtable in which attendees will collaborate and problem solve together.

Session Leaders:

Ramin Farhood, Pharm.D., MBA, *Director, BioTherapeutics Global Clinical and Medical Affairs, BAXTER BIOSCIENCE*
Louise Wyhopen, BSN, RN, *Asc. Dir. Scientific Communications, Global Medical Affairs, NOVARTIS ONCOLOGY*

10:45 – 11:00

Refreshment break

"Active participation, good discussions; all speakers were very good"

"The participants and program were excellent"

To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com

TIPPA's 8th Annual Meeting

11:00 – 11:45

Defining and Leveraging the Metrics of Success in Publication Planning

Measuring and monitoring publication activities can be challenging and enlightening! Can you:

- Account for the number of publications produced across the organization?
- Determine the cost of resubmissions? Cancelled projects?
- Determine your review time against a standard?
- Measure the acceptance rate at first target journal?
- Monitor adherence to a plan?
- Determine trends over a period of time?

It is important to continually collect data, monitor and review your department activities.

From the black-and-white number crunching, to more subjective evaluations, we will discuss various ways metrics can be used to improve the performance of your publication planning team.

Speaker:

Maureen F. Garrity, PharmD, *Director, Publications*
ASTELLAS PHARMA GLOBAL DEVELOPMENT

11:45 – 12:45

Networking Luncheon

Contact Kevin Weigel for opportunities to sponsor a Networking Luncheon: kweigel@frallc.com

12:45 – 1:30

Publication of Investigator-Initiated Research: Regulations and Best Practices

What are the implications for publication planners whose companies provide grants for these studies and publications? This session examines key issues:

- Legal / regulatory considerations: Red flags to keep in mind
- Does this affect a large number of clients? How pervasive is this trend?
- What is an appropriate level of company review?
- How to build an effective "firewall" to prevent misperceptions
- How have different pharmaceutical companies approached this phenomenon?
- How do publication planners plan for IISR publications?

Speaker:

Jan Kolb, RN, BS, MBA, *Sr. Process Consultant*
DELTAPHARMA

1:30 - 2:30

Successfully Addressing Comparative Effectiveness in Publication Planning

- What is comparative effectiveness and what is driving the movement?
- How should publication planners respond to the call for evidence of "real world" effectiveness for therapies, devices and interventions?
- Defining the role of industry (versus government or third parties) in conducting and publishing this research
- Implications for pub planners: What you need upfront to make the publication process go much more smoothly
- From the publication perspective: Should these outcomes studies be treated with the same rigor and concern as the clinical trial publications?
- Discussions of examples and scenarios (good and bad): Limitations and opportunities

Speakers:

Sheldon Greenfield, MD, *Donald Bren Professor of Medicine, Executive Director*,
HEALTH POLICY RESEARCH INSTITUTE, UNIVERSITY OF CALIFORNIA, IRVINE

Mary-Margaret Lannon, *Director of Medical and Scientific Communications*
TAKEDA

2:30

Conference adjourns

"Breadth of topics, useful insights to help guide further development of best practices within the corporation"

"Great roundtable discussion; good presenters"

"Great job on the agenda – the program continues to get better each year."

Important Information

To Register:

Fax: 704-341-2640

Mail: Healthcare Education Associates
18705 NE Cedar Drive
Battle Ground, WA 98604

Phone: 866-676-7689

Online: www.healthcare-conferences.com

TIPPA's 8th Annual Meeting

June 24-25, 2010

The Marines' Memorial Club

609 Sutter Street
San Francisco, CA 94102
415-673-6672

Room Reservations: Room availability is not guaranteed. Should you require overnight accommodations, please contact the club at least 30 days prior to the conference date. Advise them that you are attending the publication planning conference to receive the negotiated conference discount rate of \$189 per night. Within 30 days of the conference, prevailing hotel rates may be quoted, as the conference rate is no longer guaranteed. Book early – the club will sell out!

All room rates include a full American breakfast served in the Club's rooftop restaurant daily, two hours of hosted cocktails served in the restaurant lounge each evening and entrance to Club One Fitness, located on property with an indoor lap pool and state of the art equipment. The fourth floor business center is available to guests 24/7 without charge. All guestrooms include plush robes and high speed internet access, along with many other amenities.

Fees and Payments:

The fee for attendance at TIPPA's 8th Annual Conference is:

Early Bird Pricing thru April 30th: \$1795

Registration fee after April 30th: \$1995

Please make checks payable to Healthcare Education Associates, and write code P702 on your check. You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted. Payments must be received no later than **June 17, 2010**.

Team Discounts:

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. **Group discounts cannot be issued retroactively. For more information, please contact Peter Horak: phorak@frallc.com or 831-465-2288**

Cancellations:

If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a \$175 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) \$200 refund; or 2) a credit voucher for the amount of the original registration fee, less a \$175 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company.

Please Note: For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.

"Lots of discussion & hot topics"

Comprehensive coverage of current issues in publication & strong best practices"

"Great interactions & group workshop was very effective"

TIPPA's 8th Annual Meeting

To Register:

Fax: 704-341-2640 Mail: Healthcare Education Associates
Call: 800-686-2276 18705 NE Cedar Drive
Online: www.healthcare-conferences.com Battle Ground, WA 98604

Healthcare Education Associates
1350 41st Ave. Ste. 200
Capitola, CA 95010-3935

PRSR STD
U.S. POSTAGE
PAID
BURLINGTON, VT
PERMIT NO. 21

Attention Mailroom: If undeliverable, please forward to
the **Publication Planning Department**

Please Mention This
Priority Code
When Registering

- Yes! Register me for the conference:**
- EARLY BIRD**, must be received on or before April 30, 2010: **\$1795**
 - STANDARD REGISTRATION: \$1995**
- Please contact me: I'm interested in a Group Discount Rate for my team.
- Please contact me: I'm interested in Marketing Opportunities at this event.
- I wish to receive updates on FRA's upcoming events via fax, email & phone.

Signature: _____

Please bill my: MasterCard Visa Amex Discover

Card Number _____

Exp. Date _____ Name on Card _____

Signature _____

Check enclosed Please bill me later

Make checks payable to Healthcare Education Associates and write P702 and attendee(s) name on your check.

Name _____ Title _____
Company _____ Dept. _____
Address _____
City _____ State _____ Zip _____
Telephone: _____ Fax: _____
Email _____

Conference Code: P702

TIPPA
The International Publication Planning Association

The International Publication Planning Association (TIPPA)
Proudly Presents

Featuring an extended
session on Global
Publication Planning!

TIPPA

The International Publication
Planning Association's

8th Annual Meeting

*Rising to the Challenge: Bridging the gap between
industry, academia and the general public*

June 24-25, 2010

The Marines' Memorial Club, San Francisco



To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com