

**marcus evans to Host the 2<sup>nd</sup> Edition Patient Voice: Advocacy, Insights & Engagement Conference, May 2-3, 2018 in Washington, D.C.**

**marcus evans** will host the **2<sup>nd</sup> Edition Patient Voice: Advocacy, Insights & Engagement Conference**, May 2-3, 2018 in Washington, D.C.. This conference will bring together the foremost leaders from Pharma and Biotech organizations to discuss current tactics in elevating the impact and value of the Patient Advocacy role across the program life cycle. Foster collaborative industry-advocacy relationships to achieve the best patient experience.

**Attending This Conference Will Enable You To:**

- **Leverage** patient perspective to address unmet patient needs
- **Collaborate** with patient advocacy groups to centralize the patient voice through various stages of the product lifecycle
- **Foster** transparency in company communications through initiatives and relationships to strengthen reputation
- **Gain** actionable insights from real world evidence to drive patient value
- **Align** an advocacy approach to enterprise strategy in order to secure key opinion leader support

**Confirmed Key Speakers Include:**

- **Wendy Poage**, Director Patient Advocacy, **Shire**
- **Michelle Berg**, Vice President, Patient Affairs & Community Engagement, **Abeona Therapeutics, Inc.**
- **Trisha Holleran-Devlin**, Director of Patient Advocacy, **Dermira, Inc.**
- **Jodie Gillon**, Global Patient Engagement Lead, Rare Diseases, **Pfizer Pharmaceuticals**
- **Barbara Wuebbels**, VP of Patient Advocacy & Medical Affairs, **Audentes Therapeutics**

For more information, please visit: <http://bit.ly/2nxk6UN> contact Amanda Pink at [amandap@marcusevansch.com](mailto:amandap@marcusevansch.com).

*marcus evans* conferences annually produce over 2,000 high quality events designed to provide key strategic business information, best practice and networking opportunities for senior industry decision-makers.