



Drug Safety Executive Council

The leading membership of pharmaceutical drug safety executives and scientists

# **Signature Partner Programming Proposal**

Improve the industry's approach to developing safe and effective therapies for patients.



## Signature Partnership Programming Proposal

### **Introduction**

Thank you for your interest in the Drug Safety Executive Council (DSEC) and our exclusive *Signature Partnership Program*. It is the mission of DSEC to advance the progress of drug safety by addressing the industry's pressing challenges and regulatory practices through peer-to-peer dialogue and information sharing. The *Signature Partnership Program* enables eight cutting-edge technology and service providers to work with DSEC throughout 2008 to showcase their subject matter expertise in a manner that will enrich the overall experience for our members and contribute to the DSEC mission

The objective of the following Partnership Programming Proposal (PPP) is to enable DSEC management and a potential Partner to work cooperatively to determine if a partnership is in the best interest of both your organization and the DSEC membership.

The PPP will allow you to summarize your company's subject matter expertise and create a preliminary programming plan that, if accepted and approved by DSEC, will be the framework for your organization's participation in DSEC programming over the next twelve months.

Please contact Eric Glazer, Managing Director (contact information listed below) with any questions.

We thank you for your time and consideration.

## **Partner's Expertise and Intellectual Capital**

1. Describe your organization's subject matter expertise and how you will contribute to the DSEC member experience.
2. Please list two-to-six topic suggestions for online discussions that an expert from your organization can lead.
3. Please list two-to-six topics for member webinars in which your organization is qualified to participate as a panelist or moderator.
4. Do you have suggestions/ideas for additional types of programming that can further enhance the DSEC member experience (i.e. dinners, live chats, workshops, etc.)?
5. Do you have existing articles authored by your subject matter experts that you can share with the DSEC community? If no, would you be interested in authoring an article as part of your participation as a Signature Partner?

## **Partner's Subject Matter Experts (SMEs)**

6. Please list the name, title and function of the subject matter experts (SME) from your organization most likely to participate in programming (please also include their biographies, if available).

## **Market Research**

7. Please list three to ten multiple-choice questions you would like addressed by DSEC members that would assist your company in market research, marketing strategy, and/or new product development (DSEC members periodically provide feedback to such questions through Monthly Membership Polls, Post Webinar Surveys, and Market Research Surveys).

## **Summary**

8. Please list the overall goals that must be realized for the Signature Partner Program to be a success for your organization.
9. Please describe the value your organization will bring to DSEC members.

10. Please describe your organization's marketing philosophy and how the DSEC Signature Partnership Program fits into your strategy and philosophy.
11. Please list the individual(s) in your organization who will serve as point person(s) for the DSEC Partnership Program (please include all pertinent contact information).

Thank you for submitting this Programming Proposal Plan.

## **DSEC Advisory Board**

Dr. Marc Bonnefoi  
Global Head, Drug Safety Evaluation, and  
Scientific Site Director for Sciences and  
Medical Affairs  
**sanofi-aventis**

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Vice President, Comparative  
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Global Head, Non Clinical Safety  
**F. Hoffmann-La Roche**

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## **DSEC Management**

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