

March 10, 2008

Siren Interactive Present at CBI's 7th Annual "eMarketing for the Pharmaceutical Industry" Conference

Siren Interactive Founder and President Wendy White and Ashish Sagrolikar, Senior Director of Marketing at Baxter Healthcare Corporation, presented at CBI's 7th Annual "eMarketing for the Pharmaceutical Industry" Conference in Philadelphia on Friday, March 7, 2008, focusing on how niche pharmaceutical brands can realize the potential of partnering with internet search engines.

"A variety of factors are creating a perfect storm of opportunity for specialty and biopharma marketers to build relationships with niche communities of patients and medical specialists," said Wendy. "Understanding how consumers and healthcare professionals are using search engines to gather credible information rapidly will be a key success factor for enhancing education about pharmaceutical brands, particularly those designed for small patient populations."

Wendy offered her perspective on current and future internet use among healthcare audiences, and Ashish presented a case study on the power of paid search for one of Baxter's niche brands in its BioScience business.