

Wendy White and Paul Boidy Present at eyeforpharma Conference

Wendy White, President of Siren Interactive, and Planning Director Paul Boidy shared the podium at [eyeforpharma's Second Annual eCommunication and Online Marketing Conference](#) on November 13, 2007. Wendy and Paul addressed a sold-out audience of pharmaceutical executives in Philadelphia on the topic of "Optimizing for Cross-Channel Integration: The Internet Connection."

Wendy, Founder and President of Siren Interactive, shared seven principles Siren uses in developing effective web strategies:

- There's only one internet, but users have many goals
- Know your target audience
- Your customers don't speak your company's language
- Transparency creates trust
- Own your own customer relationships
- You can't manage what you can't measure
- You're never done

Previously, Paul was a director of neuroscience marketing for Takeda Pharmaceuticals, International, and a brand manager for Pfizer, Searle, and Pharmacia, before founding his own company, LP Group, and joining Siren Interactive in late 2007. He noted that the internet has moved to center stage in pharmaceutical marketing. "The internet is not just another channel," Paul said. "It connects all other efforts used to launch a brand, increasing effectiveness and efficiency of offline efforts."

At the conference, Wendy and Paul discussed several case studies and demonstrated how online strategies enhance and extend reach to both physician and patient audiences. [View a video](#) of the complete presentation, along with other programs, discussion, and debate from the conference at the eyeforpharma website. If you would like to go directly to their presentation, skip ahead to minute 208.

The mission of eyeforpharma is to encourage and promote knowledge throughout the pharma world in order to make the creation and distribution of drugs a more productive, more ethical and more effective pursuit. They organize 25 events globally each year, designed by industry executives, and specialize in Sales (SFE), Marketing & eMarketing, Forecasting, Patient Compliance, Supply Chain and therapeutic areas.