

# Targetbase Executives Selected as Two of Four Expert Panelists at DTC National Conference in April



Targetbase  
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DALLAS--(BUSINESS WIRE)--

Targetbase:

**WHO/WHAT:** Targetbase panelists Tom McCaully, VP Health Strategy and Julie Petroski, VP, Group Creative have been selected as expert panelists for “Red Physician Patient Dialogue” at the 2015 [DTC National Conference](#).

The panel will discuss how marketing teams successfully leveraged evidence-based behavioral activities in their program to empower patients, improve conversations with their physicians, and provide much-needed support for patients coping with chronic and debilitating diseases.

The conference is the largest annual event focused on direct-to-consumer (DTC) pharmaceutical marketing. This year will be focusing on patient power.

**WHEN:** The panel will take place on day two of the conference on April 8, from 9:00 - 9:45 a.m.

**WHERE:** J.W. Marriott, Washington DC  
1331 Pennsylvania Avenue NW  
Washington, DC 20004  
(202) 393-2000

**ABOUT:** DTC National Conference provides the latest industry research and case studies on all aspects of DTC pharmaceutical marketing. Hundreds of industry professionals will participate at this thought-provoking and fun event, becoming better equipped for another year of successful pharmaceutical marketing. Today's pharmaceutical marketer faces

challenges and the DTC National Conference w  
answers and inspiration.

**AGENDA:** <http://dtcperspectives.com/DTCN2015/2015DTCFull.pdf>

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**About Targetbase:**

As a data-driven, strategic communications agency, we believe our clients become stronger when they leverage the wealth of information consumers provide every day. At Targetbase, we integrate technology, analytics, creative and strategy to create a better consumer experience, which improves consumer engagement and drives a more profitable outcome for clients. Our agency is a part of the DAS Group of Companies. For more information, visit [www.targetbase.com](http://www.targetbase.com).

**About The DAS Group of Companies:**

The DAS Group of Companies, a division of [Omnicom Group Inc. \(OMC\)](#), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national, and local clients through more than 700 offices in 71 countries.

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