

## MassMEDIC: R U ready 4 chng? Medical Marketing in the New Millennium

2008-05-22

Attendees will hear about the increased scrutiny of government and watchdog agencies, rise of evidence-based medicine and growing legions internet-informed patients demands a multi-layered, multi-channeled response to effect the changes that shift market share. They will also see how some visionary marketers are making meaningful connections with their customers – and their customers' customers – in the Web 2.0 world.

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