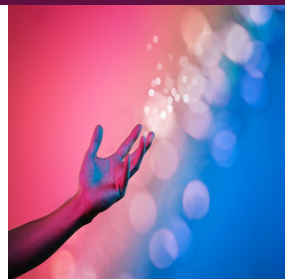




October 23 -  
November 02,  
2023

**SOLVE SESSIONS**  
The Power of Culture:  
Building Healthcare Brands  
with Cultural Relevance



# SOLVE SESSIONS

# Solve Sessions

## The Power of Culture: Building Healthcare Brands With Cultural Relevance

Culture can be defined as “the shared matrix of beliefs, habits, values, and behaviors of a given group of people in space and time.” It is those beliefs, habits, and values that guide us in how we create families, how we entertain ourselves, and how we view a “good life” and even a “good death.”

Today, driven by unprecedented advances in technology, culture is changing faster than ever. We currently live and struggle with ubiquitous communication technology that can be as distressing as it can be useful. These advances have disrupted everything—work, education, and healthcare—which have by necessity impacted culture, leaving us yearning for clear direction about the “right answer” to very difficult questions.

During this Solve Sessions season, we will **explore how culture intersects and interacts with healthcare and wellness across audiences: HCPs, healthcare institutions, consumers/patients, our clients and the biopharma industry.**

We will also examine how we, as creators, can build brands that are steps ahead of the cultural shifts and anxieties that define modern society, with the goal of helping people navigate our rapidly changing world.

**The Power of Culture:  
Building Healthcare Brands With Cultural Relevance**

**Solve Sessions: Guest Speaker Presentations**  
Monday, October 23 - Thursday, October 26

# Solve Sessions: Guest Speaker Presentations

Monday, October 23 - Thursday, October 26

Session Title	Description	Guest Speakers	Date and Time
<b>Digital Technologies, Community Values, and the Power of Culture</b>	<p>We use words like culture and community every day, but what do they mean and how do they shape relationships to digital technologies?</p> <p>This talk draws on studies with historically marginalized groups and how they experience mainstream technologies and health institutions.</p> <p>At stake in these dynamics are questions of privacy, surveillance, (dis)information and public health.</p>	<b>Dr. Jessa Lingel</b> Associate Professor of Communication, University of Pennsylvania	Monday, October 23 10:00 a.m. ET
<b>Chicken or the Egg – are Health Concerns the Driver or the Passenger on Consumer Trends?</b>	<p>For 7 waves, Bain has been checking the consumer pulse on 6 key areas: general sentiment; personal finance and spending; employment; free time and leisure activities; food and drink; health and wellness.</p> <p>Bain’s panel of experts on this study will review trends and share their expertise and what has been observed, incorporating some Havas experts to hypothesize some “future-casting” based on what these trends reveal.</p>	<b>Leah Johns</b> Director Bain & Co., Head of the Global Consumer Lab ( <i>Lisbon</i> )  <b>Lyne Jaroudi</b> Practice Manager Bain & Co., Global Consumer Lab ( <i>London</i> )	Tuesday, October 24 09:30 a.m. ET

# Solve Sessions: Guest Speaker Presentations

Monday, October 23 - Thursday, October 26

Session Title	Description	Guest Speakers	Date and Time
<b>Shaping Perceptions: The Transformative Power of Diverse Medical Imagery</b>	<p>This presentation will delve deep into the world of medical illustrations, highlighting their pivotal role in shaping the perceptions and understanding of medical professionals and the public alike.</p> <p>Chidiebere will unveil the context of medical illustrations and how they've predominantly centered on a narrow scope of human representation. By showcasing the impact of these illustrations on students, professionals, and patients, it becomes evident how these images can either reinforce stereotypes or, conversely, foster a culture of inclusivity and ultimately improve healthcare outcomes.</p>	<b>Chidiebere Ibe</b> Medical illustrator, Medical student, aspiring Pediatric Neurosurgeon	Wednesday, October 25 11:00 a.m. ET
<b>Leading and Driving Culture in a Dynamic Oncology Environment</b>	<p>Oncology continues to be one of the most dynamic spaces in the healthcare arena. As companies seek to build and grow their brand in this evolving landscape, leaders must be mindful of not just the context in which they are operating but also of the critical role culture plays in their ultimate success. Hear the perspective and expectations of one leader from the lens of both big pharma and biotech.</p>	<b>Ameet Malik</b> Chief Executive Officer, ADC Therapeutics	Thursday, October 26 09:00 a.m. ET

## Solve Sessions: Guest Speaker Presentations

Monday, October 23 - Thursday, October 26

Session Title	Description	Guest Speakers	Date and Time
<b>Home-based Care and Creating a Differentiated Consumer Experience</b>	<p>Patients are increasingly choosing to get their care through alternative means, whether through telehealth or direct care delivery in the home. There is an opportunity to create what we have been promising for a long time in health care... a personalized and differentiated consumer experience.</p> <p>What is needed to enable and scale these models and what are the challenges we need to overcome?</p>	<b>Mona Siddiqui</b> Senior Vice President, Clinical Operations, Humana Home Solutions	Thursday, October 26 11:00 a.m. ET

**The Power of Culture:  
Building Healthcare Brands With Cultural Relevance**

**Solve Sessions: Internal Modules**  
Monday, October 30 - Thursday, November 02

**Solve Sessions: Internal Modules**  
 Monday, October 30 - Thursday, November 02

Session Title	Description	Presenters	Date and Time
<p><b>Let's Talk Culture</b></p>	<p>Culture is an often-cited but rarely defined driver of behavior and beliefs, and nowhere is this more evident than in healthcare. From differing beliefs about what a disease fundamentally is and why it happens, to the proper role of a doctor, and when and why to visit a healthcare provider, cultural beliefs shape our behaviors in profound ways. And yet, we struggle to leverage this basic truth in much of our work.</p> <p>Join us as the Havas Medical Anthropology team discuss what culture is, why and how we can address relevant cultural issues in our work, and the power (and limits) that healthcare communications have “to change the narrative.”</p>	<p>Brad Davidson            Sonika Garcia</p>	<p>Monday,            October 30            10:00 a.m. ET</p>
<p><b>A Spotlight on Doctors' Mental Health and the Challenges They Face Today</b></p>	<p>We are witnessing the fastest deterioration of healthcare professional (HCP) wellbeing in human history.</p> <p>The impact of this crisis is both visible – through the increasing exodus of HCPs from healthcare worldwide – and invisible through hidden, darker emotions of burnout, depression, distress, and even suicide. The impact on HCPs, patients, and the healthcare system has never been more critical.</p> <p>It's time to bring together all healthcare stakeholders to reverse this trend. Because if we don't heal the healers, who is going to heal us?</p>	<p>Eva Guinan            Freddie Lewis            Tapas Mukherjee            Suketu Patel</p> <p>Moderated by            Susan Gillmeister</p>	<p>Tuesday,            October 31            09:30 am ET</p>



**Solve Sessions: Internal Modules**  
 Monday, October 30 - Thursday, November 02

Session Title	Description	Presenters	Date and Time
<p><b>HH&amp;Y Approach to Positioning</b></p>	<p><i>“Positioning is not what you do to a product; it is what you do to the mind of a prospect.”</i></p> <p>Positioning is one of the most central strategic deliverables – achieving strategically appropriate positioning is instrumental in helping to set the brand (and agency) on the right course to success.</p> <p>This interactive panel discussion will present the evolved HHY approach to brand positioning. The module will go into detail on the core framework and methods to develop powerful positioning that goes far beyond the functional. The panelists will also share their own experiences using this approach.</p>	<p>Gemma McCarthy            May Leen Wong            Emily Viola</p> <p>Moderated by            Angella Tapé</p>	<p>Wednesday,            November 01            09:30 a.m. ET</p>
<p><b>Strategic Considerations for Award-Winning Work</b></p>	<p>We do great work as a network, but how do we refine even further so it is <i>always</i> award worthy?</p> <p>This module will serve as an opportunity to hear from HHY colleagues who sit on judge panels for various different awards in our industry. Join us as we deconstruct the criteria that judges tend to look for when evaluating Creative, and how we implement strategies to help us win more consistently.</p>	<p>Lauren Turner            Federico Chiesa            Patrick O’Hare</p> <p>Moderated by            Brian Robinson</p>	<p>Thursday,            November 02            09:15 a.m. ET</p>

# Solve Sessions: Internal Modules

Monday, October 30 - Thursday, November 02

Session Title	Description	Presenters	Date and Time
<b>Taboo Topics in Medicine</b>	<p>The rise of social media platforms has driven a greater comfort with personal sharing across deeply personal matters. However, across society, different cultures, particularly within the healthcare space (and specifically behind the closed doors of the doctor’s examination room), many topics remain uncomfortable considered taboo. For healthcare communications, normalizing once taboo topics is key driver to improve healthcare equity.</p> <p>Please join us for a panel discussion on Taboo Topics in Healthcare and help fill in the space of: <i>“Doctor, can I speak to you about _____?”</i></p>	<p>Eric Weisberg Allison Ceraso Hala Nassif</p> <p>Moderated by Suketu Patel</p>	<p>Thursday, November 02 10:30 a.m. ET</p>