

## Second

### Health Marketing International Day

### HMID, March 23<sup>th</sup> 2012, EDHEC Nice

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#### Call for Papers and Roundtables

**Deadline: Sunday, November 27<sup>th</sup>, 2011**

In recent years, without being a discipline not clearly identified, the "health marketing" has appeared in publications and conference marketing not to mention magazines that are exclusively dedicated across the Atlantic for many years. However, this marketing remains inadequately explored by the different actors and its tools are rather anchored in traditional approach of management marketing of products, services and quality while its field of study should also make own emotional and ethical perspective. However, the health sector is undergoing a revolution. Whatever is said, a dual obligation of means and results weighs on it. The information society and communication sector requires opening outwards in general, specifically to patient- customers and still wider to engage with different stakeholders.

*What are the springs and conditions of this opening? What strategies are conceivable in a field where the marketing mix is largely cut or otherwise should be enriched? The market focus is it possible in this area constantly being redefined? Traditionally focused on the medical, communications of industries and structures of health change targets. How better to define them and how to communicate with them? The area is rich of information but this remains scarce and rarely shared, and how do desecrate and democratize data? Does awareness of the power of new ways to communicate porter its fruits nearby of actors of health? Marketing of health should remain confined to the valuation of ex-post of products and services or should it create and develop ex nihilo of new modes consummatory of health and for the benefit of whom?*

In short, how far the marketing of health should it go to give the its best and to what extent should

it remain to give only the its best? It seems therefore legitimate of revisit the relationships which are susceptible to maintain two concepts apparently distant which are the marketing and the health.

**EDHEC Business School, IAE-Nice Sophia Antipolis, IAE Lille-1 and HEC  
Montreal**

**join and organize the**

**second Health Marketing International Day  
on the theme**

**how and to what extent**

**"marketing" the health?**

**Thursday, 23 March 2012**

**EDHEC, 393 promenade des Anglais, 06200 Nice**

These second meetings are intended to prolong the discussions between professionals and academics in the field of marketing of health in order to identify issues and perspectives in a hinge context on many levels: global and local, regulated and competitive, product-oriented and / or clients, social and societal....The original papers identified: describe the strategies and operations implemented according the constraints of pragmatic contexts, will advance the understanding of the operating mechanisms by relevant theoretical frameworks of analysis evaluate the methods used with regard to their objectives economic, social, environmental or ethical.

In all cases, authors should have the desire to provide professionals with practical managerial applications concretely mobilizable. These days, which are transversal by definition, will emphasize discussion and exchange between academic researchers and corporate managers of health but also the interaction and dialogue with the various professionals during round tables oriented through actual themes ported by different players.

#### **Four Axes of Themes:**

Desired contributions are part of broader disciplinary framework and approach without limitation, marketing, communication, information science, psychology, sociology, public health..... Expected papers may be registered around four directions, nonexclusive below:

**Axis 1:** Transversal cross-cutting issues in health sector - (e.g. variable rates in health, databases and health sector, decisions and tradeoffs in health, disease management and patient education, conflicts of interest, redefine the theoretical framework and content of promotional

health,

etc.

...),

**Axis 2:** Challenges of marketing of the pharmaceutical industry, health products and biomedical equipment, industrial equipment, business services, health sector, health-nutrition- beauty products.... Evolutions, revolutions and perspectives (e.g., the passive patient to prescriber patient, parallel markets of drug, the major transitions during – from the chemical to genetics, from mass treatment to individualized treatment, from the acute to chronic, from curative to the preventive, from push to pull, from patents to generics, from prescription to auto-medication, from local to global, from communication BtoB through DtoC, new players, etc ...) ... The marketing of orphan drugs, medical devices , biologics, bio-similar and bio-better, crisis of marketing, emerging markets: mirage or el dorado ...? Financing of innovation in the pharmaceutical and biotechnology...etc...

**Axis 3:** the challenges of marketing of healthcare departments and medico-social at both strategic and operational (eg ownership and applications of marketing approach, market orientation, segmentation-differentiation, external-internal, downward vs. interactive, quality marketing vs. satisfaction, competition marketing vs. cooperation- cooptation, T2A and strategy marketing, certification and efficiency, etc...)

**Axis 4:** The challenges of social marketing and public health, prevention and fight against deviant behavior on material of health **santéisme??** vs. non observance and compliance vs. acceptance (eg, procedures and codes of communication, therapeutic education, new modes of communication, patient-teachers etc ...), and innovative tools and strategic players of the social marketing (fund raising, advertising, lobbying, education, health promotion, public relations, community engagement, pricing and taxation, etc.).

### **Two forms of communication are expected:**

- academic contributions questioning mobilizable theories on the subject,

-pragmatic contributions posing problem of land relating field implementations of methods of innovative procedures, which will highlight a relevant developments of practices and organizations in the direction of implementation strategies and marketing policies.

### **Two methods of presentation will share:**

- Communications as a scientific paper and presentation in plenary sessions or workshops (15 minutes of presentation, 10 minutes of questions)

- Communications as a dozen slides of power point for round tables (10 minutes of presentation, 20 minutes of debate).

## Two forms of publications are planned:

Papers accepted and presented (in French or English) will be published in the form of actions on the site for days. The best papers selected by the members of Scientific Committee will be published in a collective work.

## Structure of Programme:

8h30-9h00	Welcome,	
9h- 10h45	Introduction remarks and guest speakers	
10h45-11h00	Break	
Health Industries Workshop	Care Facilities Workshop	Public Health Workshop
12h45-14h00	Déjeuner	
Health Industries Round Table	Care Facilities Round Table	Public Health Round Table
17h30-17h45	Summary and Conclusion	

## Agenda:

Starting June 2011	- Communication by the authors for their contribution (project title and brief description of maximum 200 words) this step is optional but provides useful information to the organizers,
Sunday 27 November 2011	- Deadline for submission of full papers (electronic file) in French or in English. - Deadline for panel proposal, with sending the power point of presentation.
Monday 26 December 2011	- Notification to authors the acceptance or rejection of their proposal - Communication of preliminary program
Wednesday 6 January 2012	- Back to authors of accepted papers, assessments of the scientific committee - Back on the agreed proposals four round tables.
Sunday 26 February 2012	- Deadline for receipt of final papers reviewed by the authors (on electronic file) - Preparation of the final program

## Instructions to authors:

All correspondence relating to the process of submitting proposals of contribution must be in electronic format (or nom\_prénom.doc or .ppt) at the following address: [jimsnice2012@gmail.com](mailto:jimsnice2012@gmail.com).

Items will be presented as follows:

1. The first coveragepage includes the title of the article, the author's name, his function, full contact details (personal and professional address, phone, fax, e-mail), thanks and any

declaration of interest of authors.

2. The second page of features, in French and in English, the title, a summary of the article to more than 100 words and maximum 5 keywords.
3. The actual text begins on page 3.
4. The document (text, tables, figures, schedules and bibliographic references included in the text) should not exceed 25 pages, in Times New Roman 12, spacing 1.5, margins 2.5 cm. Footnotes are in TimesNew Roman 10.
5. Titles (3 levels) will respect the following format: **PART 1: BOLD, SMALL CAPS, WITHOUT WITHDRAWAL; Title 2: bold, italic, without withdrawal; Title 3: italics, with withdrawal of 1cm**
6. Tables and figures are included in the text, numbered and presented each with a title.
7. Following the article, appear in succession: bibliographic references, presented in Times New Roman 12, spacing 1.5, the standards of the Journal Research and Applications inMarketing, any annexes (methodological or otherwise) designated by A1, A2, A3, etc.

PowerPoint presentations will have a free format. The first page should contain the title, the name of the author and his institution, and contact details; the last page is devoted to the bibliography if necessary.

## Scientific Committee:

- Dominique Crié, Professor - University of Lille 1, IAE Lille
- Jean-Charles Chebat, Professor - HEC Montreal
- Francis Salerno, Professor - University of Lille 1, IAE Lille
- Laurence Saglietto, Lecturer HDR - University of Nice Sophia Antipolis–IAE Nice, GREDEG CNRS, France
- Marie-Catherine Mars, Assistant Professor - Edhec Business School Nice, France
- Loick Menvielle, Lecturer - Edhec Business School, Nice, France
- Ridha Chakroun, Researcher affiliated to CRIFP - IAE Nice, University of Nice Sophia Antipolis
- André Boyer, Professor - Nice Sophia Antipolis–IAE Nice
- Karine Gallopel-Morvan, Lecturer - University of Rennes 1, IGR Rennes
- Marvin Goldberg, Professor - Pennsylvania State University
- Connie Pechmann, Professor - University of California
- Jean-Claude Andréani, Professor - ESCP Europe
- Gérard Cliquet, Professor - University of Rennes 1, IGR Rennes
- Benoit Dervaux, Researcher CNRS, Lecturer - University of Lille 2
- Sandrine Cueille, Lecturer - University of Pau et des Pays de l'Adour, IAE Pau
- Michel Cremadez, Professor - HEC Paris
- René Caillet, Associate Lecturer - University of Lille 1, IAE Lille, Pôle Santé-Social FHF, Paris
- Jean-François Lemoine, Professor - University of Paris I Panthéon Sorbonne
- William L. Dougan, Professor - University of Wisconsin, Whitewater
- Fabrice Clerfeuille, Lecturer - University of Nantes, Director of I.E.M.N.-I.A.E Nantes
- Gerard Hastings, Professor, Director - Institute for Social Marketing, University of Stirling,
- Adilson Borges, Professor - Reims Management School
- Juan Rey Miguel, Assistant Professor (Professor Ayduante Doctor) - University of Grenade (Department of Commerce and Market Research), Spain
- Kaouther Saied-Benrached, Professor - Faculty of Economics and Management, Tunis
- Gérard Besanger, Director General - Groupe HPM
- Jan-Cedric Hansen, Director - StratAdviser, London
- Eric Rambeaux, Senior Practice Executive Corporate Development - Campbell Alliance
- Philippe Domy, Director General - CHU Montpellier
- Christophe Cahn, Senior Manager - Eveho conseil,

## Organising Committee:

Marie-Catherine Mars (Edhec Business School, Nice), Laurence Saglietto (U. Nice), Loick Menvielle (Edhec Business School, Nice), Ridha Chakroun (U.Nice), André Boyer (U. Nice), Dominique Crié (U.Lille1), Jean-Charles Chebat (HEC Montréal), René Caillet (U. Lille1), Karine Gallopel-Morvan( U. Rennes1), Fatma Güneri (U. Lille1), Nasser Harkat (U. Lille1) Jan-Cedric Hansen (Director StratAdviser London), Eric Rambeaux (Campbell Alliance)

## Registration:

Registration for HMID 2012 includes:

Acts of HMID will be provided electronically, lunch and breaks under option:

- Auditor Professional	200 Euros
- Auditor Academic	120 Euros,
- Member of the AFM	75 Euros
- Author or co-author	75 Euros
- Former student of the institutions EDHEC, IAE, HEC Montreal	75 Euros
- PhD students and full-time students who do not fall in any other status	50 Euros

To welcome you there in good condition, we thank you for sending us your registration form with payment or announcing an order form by email or by mail before January 30, 2012.

## Additional Information:

[Jimsnice2012@gmail.com](mailto:Jimsnice2012@gmail.com)

