



About

## ABOUT

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### PRODUCERS/ORGANIZERS

Basil Strategies Team is delighted to prepare this exciting event. See the [Basil Strategies](#) team page.

### WHAT IS DOCTORS 2.0™ & YOU?

The second edition of the must-attend annual health care social media conference in Paris ; the only international congress devoted to the understanding of how physicians use New Technologies, Web 2.0 tools, Social Media to communicate with other health care professionals, patients, payers, pharmaceutical companies, public agencies...

### WHO SHOULD PARTICIPATE?

Those who decide on and or benefit from e-services to physicians : professional and patient associations, pharmaceutical companies, governments, payors.

Who within these organizations is concerned? Program organizers, strategists, trainers, communicators, marketing professionals and IT specialists.

Please note that physicians practicing in France will benefit from CPD credit by attending this conference.

### WHEN / WHERE?

May 23-24 2012 in the City of Lights - Paris! The conference will take place at Cité Universitaire in Paris ([to know more, click here](#)). There will also be an amazing Cocktail Soirée on the 23rd, taking place at an exclusive location to be announced soon!

### WHY?

Doctors 2.0™ & You will again be THE conference on this subject in 2012. You will meet the stars of Web 2.0 and Social Media for Health Care and Medicine. You will get a special look at the impact of the latest technologies on the relation between physicians and patients, colleagues, industry, the public sector. And maybe, just maybe, you might win one of the contest's prizes.

### MEET OUR ADVISORY BOARD

Doctors 2.0™ & You is supported by the combined effort of Basil Strategies and the Advisory Team which include: (Austria) Michaela Endemann, (France) Catherine Cerisey, Alain Clergeot, Raphaëlle Laubie, (Germany) Alex Schachinger, Len Starnes, (Greece) Kathi Apostolidis, (Hungary) Berci Mesko, (Israel) Yossi Bahagon, (Italy) Roberto Ascione, Giovanna Marsico, (Netherlands) Janine Budding, Rob Halkes, (Spain) Jorge Juan Fernandez Garcia, Angel Gonzalez, (Switzerland) Silja Chouquet, (UK) Felix Jackson, Tim Lloyd, (USA) Larry Chu, John Mack and Lawrence Sherman. For more information about the Advisory Board, please visit the [Board of Advisors 2012 page](#).

## DOCTORS 2.0 PLATFORM

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### Contact

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