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REPORT



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solli summit

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Patient education at the point of care

## REPORT SPONSORED BY MESMERIZE

Mesmerize is pleased to offer an opening perspective on the inaugural solli Summit 2026 - a curated forum that brought senior pharma media leadership together for a day of substantive discussion on the issues shaping the industry's direction.

The day's sessions covered considerable ground. Across discussions on artificial intelligence, operational transformation, media transparency, and responsible innovation, a few consistent themes emerged that will carry weight well into the planning seasons ahead.

The first is **innovation**. Innovation is the defining imperative. The industry has built impressive assets including rich data, cutting-edge technology, and expansive channel reach. The real breakthrough lies in combining them in ways that have never been done before. The companies that will lead are those bold enough to reimagine how these capabilities connect, building patient-centered strategies that don't just move the needle but redefine what's possible. Session after session reinforced this - the next wave of competitive advantage belongs to the innovators.

The second is **accountability**. Whether in the context of AI governance, pricing transparency, or measurement standards, the Summit reflected a

growing expectation that pharma media must be able to demonstrate its value with greater precision and integrity.

The third is one central to Mesmerize's own work: the recognition **that patient engagement spans a continuum of clinical moments rather than a single touchpoint**. The session examining the evolution from point of care to points of care articulated the strategic and planning implications of that shift with clarity. At Mesmerize, we have built our platform around precisely this understanding - that the waiting room, the exam room, and the pharmacy each represent distinct and measurable opportunities to inform, support, and ultimately improve patient decision-making.

We extend our appreciation to Richard Springham and Larry Dobrow for assembling an agenda that engaged seriously with the structural and strategic challenges facing pharma media today. The quality of the speakers and the candor of the conversations reflected well on the solli community they have built, and we look forward to seeing this event grow in the years ahead.

The perspectives gathered in this report reflect the quality of dialogue that defined the day, where the industry's thinking stands, and a reference point for the work ahead.

**Craig Mait**  
President & Chief Revenue Officer  
Mesmerize



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# WELCOME



# THANK YOU TO OUR SPEAKERS



**SHELLY PALMER**

CEO, Palmer Group. Professor of Advanced Media in Residence at S.I. Newhouse School of Public Communications at Syracuse University



**MUTALE NKONDE**

EO, AI for the People | PhD Student, University of Cambridge | Responsible AI Leader



**HARSHIT JAIN**

Global CEO, Doceree



**HORACIO LOPEZ**

GTM Lead, Replit



**SUSAN DORFMAN**

CEO, CMI Media Group



**ERIN NOCITO**

Media & Marketing Executive | Former Head of Global Media, Amgen



**MELISSA GORDON-RING**

Global President, Omnicom Media Health



**BRAD LIEBOW**

Chief Investment Officer, Publicis Health Media



**VICTORIA ROSA-GARCIA**

Senior Associate Director, Direct-to-Consumer Omnichannel Marketing, Chronic Kidney Disease, U.S. Human Pharma division, Boehringer Ingelheim



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Commercial AI Acceleration - Omnichannel Orchestration Product Lead, Pfizer



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**CP MCBEE**

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**CHRIS PAQUETTE**

CEO, DeepIntent



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Co-Founder & President, Doceree



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**KATHERINE FREELEY**

Head of Marketing & Media Excellence Omnichannel, Boehringer Ingelheim



**JEFF MCDONALD**

CEO & Founder, Kythera Labs



**OLIVIER CHATEAU**

CEO, Health Union



**JILL KREGEL**

Head of Partnerships, Health Omnicom



**ROB ENGEL**

General Counsel, DeepIntent



**DAVID MINKIN**

President & GM, epocrates



**SHERYL VAN DER HILST**

Senior Associate Director, Human Pharma Communications USA, Corporate Affairs, Boehringer Ingelheim



**ALEXANDRA FARBER**

VP, Spring + Bond



**SARA HAYES**

Chief Community Officer, Health Union



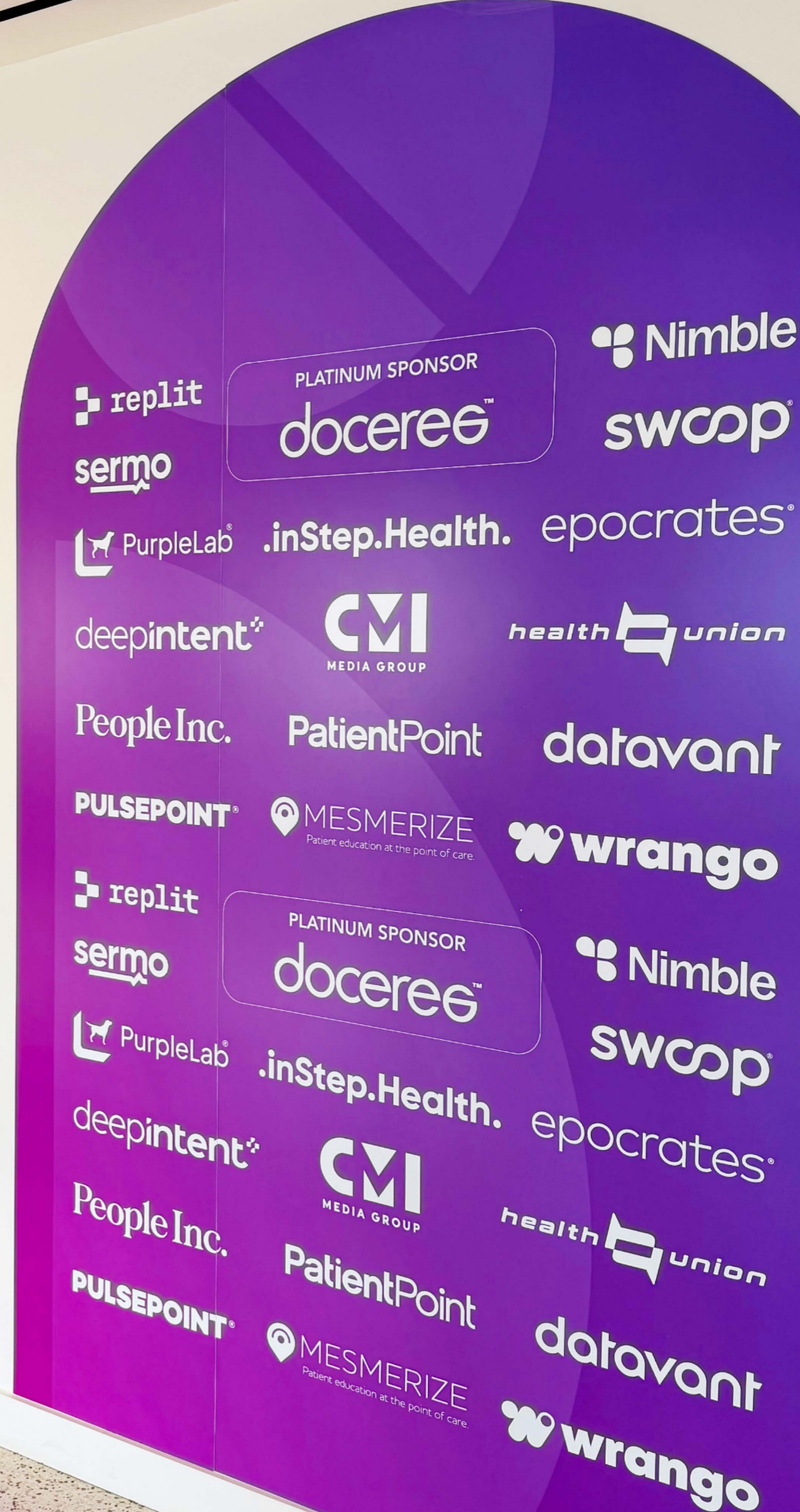
**LARRY DOBROW**

Editor, solli



**RICHARD SPRINGHAM**

CEO, solli



## PHARMA MEDIA FINDING ITS NEW SHAPE - AND BUILDING WHAT COMES NEXT, TOGETHER

solli Summit 2026 captured a sector with momentum. Across AI, patient connection, HCP engagement, transparency, cultural relevance and collaboration, the event showed pharma media growing more connected, more thoughtful and more ambitious about what comes next.

“**The industry is changing and it’s obviously changing quickly**

– Larry Dobrow, Editor, solli

For the 300 people who attended, the energy in the room was unmistakable. There was a real sense of momentum throughout the day; conversations happening between sessions, ideas being shared openly, and a collective

willingness to engage with the challenges facing the industry. It felt collaborative, engaged and genuinely energised.

That energy carried into the discussions themselves. Across the day, conversations reflected a sector actively refining its thinking, expanding its field of vision and building greater confidence in how it responds to a rapidly shifting landscape.

That was clear from the opening moments. **Rich Springham** (CEO, solli) and **Larry Dobrow** (Editor, solli) framed the summit around “shared challenges” and solving them “together rather than in silos”. That message gave the event its shape. It also gave it its atmosphere. There was vibrancy in the room, but also a strong sense of purpose: this was a gathering designed to help the sector think forward, together.



“**solli’s mission is to try and solve shared challenges together rather than in silos**

– Rich Springham, CEO, solli

## AI BECOMES FOUNDATIONAL - AND CARRIES GREATER RESPONSIBILITY

AI ran through the summit as a central theme, though the most interesting sessions quickly moved beyond novelty and into application, judgement and responsibility.

**Shelly Palmer** (CEO, Palmer Group. Professor of Advanced Media in Residence at S.I. Newhouse School of Public Communications at Syracuse University) opened the day with the broadest challenge. His keynote invited the audience to think of AI not simply as a technology wave, but as a leadership issue. “You are the architects of the future that you want to live in,” he said, encouraging the room to engage actively and shape the tools and systems that are now influencing the industry. It was a powerful way to set the tone: the future of pharma media will be defined by participation, literacy and confidence in decision-making.

Palmer also pointed to what he described as an increasingly agentic future, where systems move beyond assistance toward autonomy. Across the technology sector, he suggested, the conversation has already moved beyond

AI as we commonly frame it, and toward Artificial General Intelligence (AGI). A shift that places greater emphasis not just on capability, but on how those systems are directed, applied and governed in practice.

It is in that context that the question of real-world application becomes more pressing. **Harshit Jain** (Global CEO, Doceree) brought that challenge down to the operating level, focusing on how these advances intersect with the realities of physician behaviour. His argument was that intent is not fixed, predictable or easily segmented; it is fluid, situational and constantly evolving. Physicians move between moments of curiosity, urgency, uncertainty and action, often within the same interaction.

“We need to start detecting moments, not audiences,” he said, challenging the industry to move beyond static targeting models and toward a more responsive, context-driven approach. The implication was clear: as systems become more intelligent, the real advantage will come from how effectively they interpret and respond to these shifting signals in real time.



“You are the architects of the future that you want to live in

– Shelly Palmer, CEO, Palmer Group. Professor of Advanced Media in Residence at S.I. Newhouse School of Public Communications at Syracuse University





“We need to start detecting moments, not audiences

– Harshit Jain, Founder & Global CEO, Doceree

The HCP-focused fireside discussion between **David Minkin** (President & GM, epocrates), **Erin Nocito** (Media & Marketing Executive | Former Head of Global Media, Amgen) and **Alexandra Farber** (VP, Business Development, Real Chemistry) added a needed note of discipline. More capability does not justify more intrusion. The session’s most memorable line was also its most grounded:



“It’s incumbent on us not to abuse that and to use it well

– David Minkin, President & GM, epocrates

That captured the mood of the best AI discussions of the day. Power is increasing, so standards need to rise with it.

That same emphasis on responsibility carried into the second keynote of the day, where **Mutale Nkonde** (CEO, AI for the People | PhD Student, University of Cambridge | Responsible AI Leader), who gave the event its clearest AI framework. “AI is a trust problem,” she said, and in four words moved the conversation away from novelty and toward accountability. Her keynote offered a simple but effective test for any new system: “Does it work? Does it work for everybody? Can people trust it?” It was one of the day’s clearest formulations because it cut through both hype and fear.





The transparency panel that followed, with **Kamyra Elawadhi** (Co-Founder & President, Doceree), **Jeff McDonald** (CEO & Founder, Kythera Labs), **Jill Kregel** (Head of Partnerships, Omnicom Media Health) and **Brad Liebow** (Chief Investment Officer, Publicis Health Media), translated that into media terms. Their point was not that transparency is easy, but that opacity is no longer acceptable as a default. As Kamyra put it, “transparency in healthcare is not binary.” The task is not simplistic purity. It is clarity, intelligibility and explainability.

that the real opportunity lies in using these tools to enhance existing capabilities, not replace them.

Taken together, the message was clear: as AI becomes more embedded, the advantage will not come from access to the technology itself, but from how deliberately and responsibly it is applied.

The message running through all of these sessions was strikingly consistent. In pharma media, AI is no longer the exciting new thing - it has become a test of how well the industry can innovate without losing trust.

That perspective was echoed later in the day by **Susan Dorfman** (CEO, CMI Media Group), who framed AI not as something to fear, but as something to apply with intent. “AI shouldn’t scare us, it should scale us,” she said - reinforcing the idea



“  
Transparency in  
healthcare is not  
binary

– Kamyra Elawadhi,  
Co-Founder  
& President,  
Doceree



“AI shouldn’t scare us,  
it should scale us

– Susan Dorfman, CEO, CMI Media Group



## KEEPING THE HUMAN AT THE CENTRE

For all the discussion of technology, the summit’s emotional centre came from the sessions that insisted on the irreplaceable value of human understanding.

**Olivier Chateau** (CEO, Health Union) and **Sara Hayes** (Chief Community Officer, Health Union) delivered perhaps the clearest expression of that argument. Their session pushed back against the idea that faster content, smarter segmentation or better AI summaries can substitute for what patients actually seek in moments of distress.

Pharma media is becoming more data-rich, more automated and more technically sophisticated. But if it starts seeing people only as signals, it loses the very thing that makes it matter.

That same theme emerged in the “points of care” panel with **Elissa Guerra** (EVP, Client Solutions, PatientPoint), **Victoria Rosa-Garcia** (Senior Associate Director, Direct-to-Consumer Omnichannel



Marketing, Chronic Kidney Disease, U.S. Human Pharma division, Boehringer Ingelheim) and **Tim Noone** (SVP, Media Strategy & Planning, Klick Health). Their case was that point of care is no longer one place or one media moment.

“

**Point of care is no longer one environment. It’s its own ecosystem**

– Tim Noone, SVP, Media Strategy & Planning, Klick Health

More importantly, they argued that each of those moments carries a different emotional temperature. One patient might arrive through a portal with “the walls down,” vulnerable and open to information. Another may be anxious in a waiting room, needing calmer messaging and a different creative approach altogether.





The “cultural moments” panel extended that logic into broader media life. **Leah Wyar** (President, Entertainment and Beauty & Style Group, People Inc), **Craig Haines** (Chief Revenue Officer, Health Group, People Inc), **Katherine Freeley** (Head of Media Excellence, Boehringer Ingelheim) and **Sheryl Van Der Hilst** (Senior Associate Director, Human Pharma Communications USA, Corporate Affairs at Boehringer Ingelheim) made the case that “health isn’t confined to health spaces anymore.” That point mattered because it was not really about media novelty. It was about recognising people in the round, not just as patients in clinical contexts, but as viewers, consumers and participants in everyday culture.

“**Health isn’t confined to health spaces anymore**”

– Craig Haines, Chief Revenue Officer, Health Group, People Inc

What emerged from the discussion was a more expansive view of where - and how - health is experienced. Increasingly, it is showing up in the same environments as entertainment, lifestyle and culture, whether through celebrity stories, editorial content, or the everyday conversations people are already engaging with. In that context, relevance is not just about reaching the right audience, but about showing up in ways that feel natural, timely and culturally attuned.

That point mattered because it was not really about media novelty. It was about recognising people in the round - not just as patients in clinical contexts, but as viewers, consumers and participants in everyday culture. As the panel suggested, the opportunity lies in meeting people where health intersects with their lives, rather than expecting them to step into more traditional, and often more clinical, environments.



That focus on context carried through into the closing fireside with Susan Dorfman, who emphasised the role of human judgement in an increasingly intelligent ecosystem. As tools become more capable, she argued, the responsibility is not just to adopt them, but to apply them thoughtfully; keeping the “I” in AI.

It was a fitting close to the day: as innovation accelerates, the real advantage will come not from capability alone, but from how well it is balanced with context, responsibility and human understanding.



## A MORE CONNECTED ECOSYSTEM - AND RISING EXPECTATIONS

That human perspective becomes even more important when set against the structural changes reshaping the industry.

In their session, **Chris Paquette** (CEO, DeepIntent) and **Rob Engel** (General Counsel, DeepIntent) explored how pharma media is evolving into a more connected ecosystem where data, media, technology and activation are increasingly working in concert. As these capabilities converge, the way decisions are made, campaigns are delivered and outcomes are measured is also changing.

This shift brings greater opportunity, but also greater expectation. The industry is no longer judged simply on its ability to reach audiences, but on its ability to deliver meaningful, measurable impact. As Paquette noted, there is “a real positive societal benefit to what we do” - but realising that value depends on turning complexity into clarity, and capability into outcomes.



“There is a real positive societal benefit to what we do”

- Chris Paquette, CEO, DeepIntent



Crucially, this evolution is taking place within a highly regulated environment. As systems become more connected, the need for transparency, control and accountability only increases. Innovation is both what is possible and what is permissible.

What emerges is a more unified, but more demanding landscape, one where success depends on how well organisations can connect data, context and execution, while maintaining the standards required to operate responsibly within it.

## COLLABORATION AS A WORKING MODEL

Plenty of events talk about collaboration. solli Summit brought it to life.

That began with the opening message from Springham and Dobrow, who framed the day around collective problem-solving. But it became tangible through Vibe Coding Pharma Media, one of the summit's most distinctive and ambitious activations.

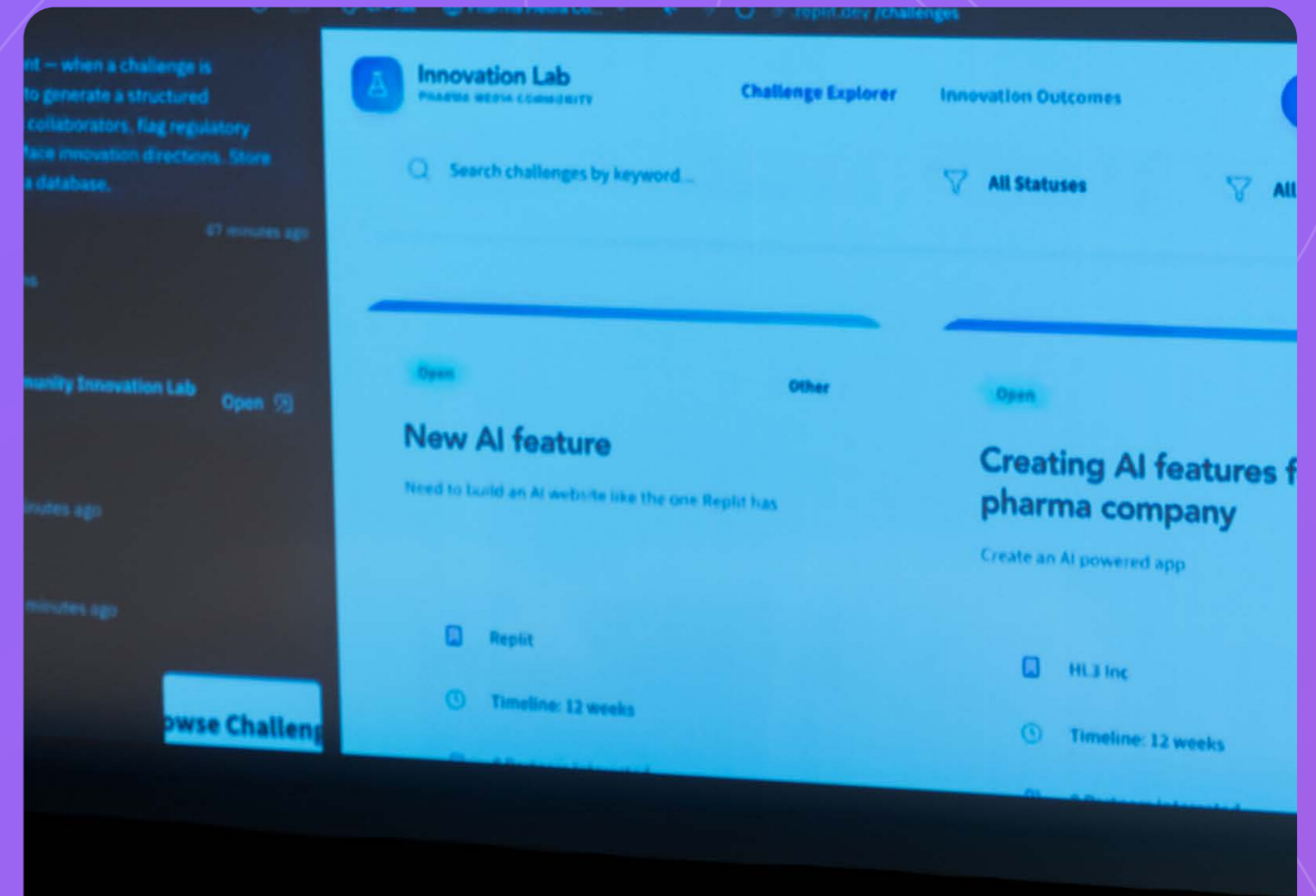
This concept had never been done before within pharma media, and was based on the question: if AI has democratised the ability to build, test and scale ideas, what happens when you put those tools directly into the hands of the industry and ask them to create something together, in real time?

**Horacio Lopez** (GTM Lead, Replit) framed the experiment around two needs: “collaboration” and “faster and more meaningful innovation.” Built on insights from hours of the solli Sessions podcast, community input and industry conversations, the team had already created the foundations of a shared tool and invited the room to help shape it.

What followed was part demonstration, part participation. Attendees were given access to build their own ideas using Replit, while also contributing to a live, community-driven product. Leaders throughout the day - including voices like Shelly Palmer and Chris Paquette - encouraged the audience to engage directly, to “put their hands on the keyboard” and experiment with what was now possible.

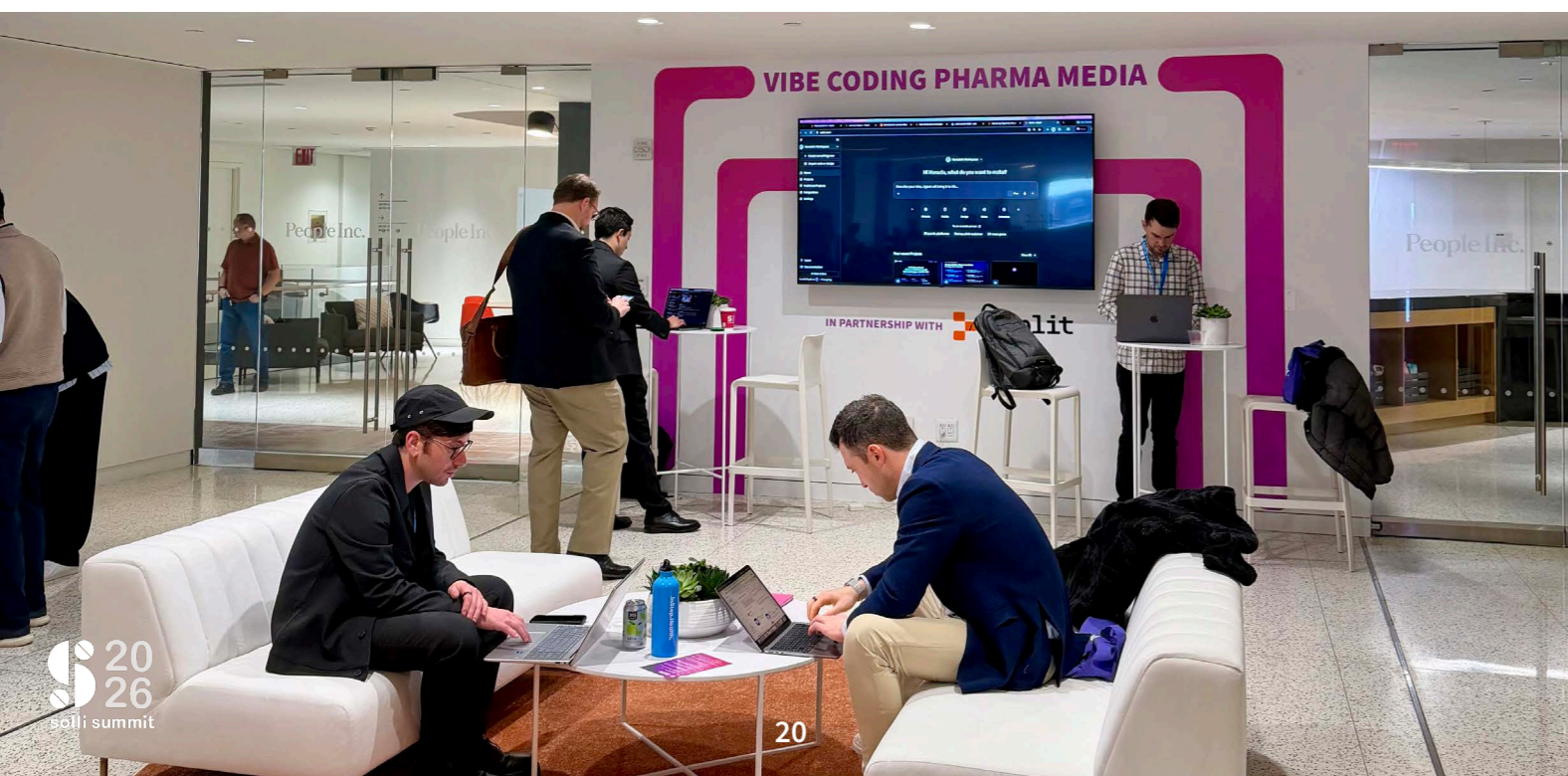
By the afternoon, Lopez returned with a clear proof point: “Everything that I’m about to showcase did not exist even just three hours ago.” It was a simple line, but it landed. The room had not just talked about innovation, it had taken part in it.

The question now is how the industry chooses to build on this momentum. The tools are already here, more accessible, more powerful, and more collaborative than ever before. What matters next is how they are applied: who leans in, who experiments, and who turns that potential into meaningful progress. This is a version which is close to being finished, but there are a few areas that need considerable rewriting.



“Everything that I’m about to showcase did not exist even just three hours ago

– Horacio Lopez, GTM Lead, Replit



## DEFINING THE NEXT OPERATING MODEL

If collaboration is becoming more real, the question that follows is how the industry evolves to support it.

The operating model panel, featuring **Nadia Khatri** (Emerging Technology Advocate, Healthcare & Life Sciences), **Melissa Gordon-Ring** (Global President, Omnicom Media Health), **CP McBee** (North American AI Advertising Director, Microsoft), **Kate Duffy** (Commercial AI Acceleration – Omnichannel Orchestration Product Lead, Pfizer) and moderated by **Larry Dobrow**, brought together a true cross-section of the industry, spanning pharma, agency, media and technology. This was a rare opportunity to hear how these perspectives align, and where they don't.

At the heart of the discussion was a shared recognition that the model is under strain. Data is expanding faster

than the systems designed to use it. Patients and HCPs are already engaging with AI in ways the industry is still catching up to. And while the tools are becoming more powerful, the structures around them, from partnerships to processes, have not fully kept pace.

There was also a more human side to the conversation. Behind the systems are teams navigating constant change - moving with pace while maintaining the standards the industry demands. The tension between speed and process, innovation and risk, was tangible. It felt real.

What came through most clearly was a shift in mindset. The focus is on shaping how the model should evolve. That calls for clearer alignment, stronger partnerships and a more confident definition of what good looks like.

The ambition, across the panel, is to establish a new standard - one defined by consistent, high-quality delivery as much as by innovation itself.



“We have to fail fast to move faster”  
– Melissa Gordon-Ring,  
Global President,  
Omnicom Media Health





## BUILDING WHAT COMES NEXT, TOGETHER

solli Summit 2026 showed an industry stepping into its next phase with intent.

Across the day, that was reflected not just on stage, but across the room - in the energy between sessions, the conversations happening in the margins, and a shared enthusiasm to collaborate, connect and build. There was a clear sense of people coming together to move the industry forward, to create new ideas, and to put the tools of 2026 into

the hands of those doing the work every day.

That same momentum carried through the content itself. Technology is advancing fast, expectations are rising, and the opportunity ahead is significant. What will define success is how well the industry brings these elements together - applying innovation with judgement, operating with greater clarity, and staying grounded in the people it serves.

**The direction is set. The tools are here. The momentum is real. What comes next is how the industry builds on it - together.**



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