



FOR IMMEDIATE RELEASE

Body1 CEO to speak at CBI's 2nd Annual Bio/Pharmaceutical Conference

CAMBRIDGE, MA—June 23, 2009—Christopher Messina, CEO of [Body1, Inc.](http://www.Body1, Inc.) has been invited to be a keynote speaker at [Center for Business Intelligence's 2nd Annual Bio/Pharmaceutical Conference](#), June 25-26, 2009 at the Doubletree Hotel in Philadelphia, PA.

This year's conference will focus on Emerging Media Optimization for Consumer-Focused Marketing—Take Your Campaign from Monologue to Dialogue to Enhance Patient Engagement.

Topics that will be discussed at this year's conference include: Staying Relevant in the Age of Consumer-Driven Healthcare, Utilizing Rich Media Outlets to Bring Your Brand to the Customer, Web 2.0 Strategies, Navigating the Online Regulatory Waters, Healthcare 2.0 to Healthcare 3.0, and Connecting to Consumers within Patient-Driven Disease Sites and Blogs. A panel discussion on “Understanding What's Next in Consumer-Focused Marketing to Best Plan for Market Opportunities” and a interactive roundtable focusing on “Surviving in the Online Biosphere” will also be held.

Messina, will be addressing the conference about *Diabetes1.org—Finding Success in Unbranded Disease Awareness Campaigns*. Providing a network of knowledge, <http://www.Diabetes1.org> gives the patient-consumer the ability to connect with others, find specific resources and gain a deeper understanding and knowledge base about this disease and its available treatment options. Speaking directly about the launch and success of this website, the [Diabetes1.org](http://www.Diabetes1.org) success story is being exemplified as a case study to help teach and educate conference participants.

About

Body1, Inc. (<http://www.Body1.net>) is a leader in outsourced, interactive medical education & marketing, with two divisions- Body1 Interactive and The Body1 Network. Body1 Interactive serves life science firms. It provides single source, fully integrated, Web 2.0 corporate & disease awareness sites, online life science sales training, and compelling content. The Body1 Network empowers health consumers through heavily-trafficked & advertiser-sponsored health knowledge cooperatives. These KnowCos™ include anatomy, condition, and category-oriented portals. Body1 is accredited by the Health on the Net (HON) Foundation.

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