

Privacy vs. Performance: What 200 Pharma Leaders Reveal About the Future of DTC and DTP Marketing

Freshpaint and Medical Marketing and Media Zoom Webinar

Speaking Engagement

June 24, 2026 from 1:00 pm to 2:00 pm (EDT)

[Register](#)

Special Counsel [Mason Fitch](#) will present "Privacy vs. Performance: What 200 Pharma Leaders Reveal About the Future of DTC and DTP Marketing," a webinar with Freshpaint and Medical Marketing and Media. The webinar will cover the findings of the 2026 DTC and DTP Pharma Benchmark Survey, which is based on responses from 200 marketing and privacy leaders across global pharma. The session will deliver perspectives from marketing, legal, and infrastructure leaders to show how privacy and performance align in today's enforcement environment.

Register [here](#).

Related Services

Privacy and Information Security
Healthcare Privacy and Data Innovation
Advertising and Marketing
Advertising Technology (AdTech)
Technology