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# Late Stage Pharma Lifecycle Management

By:

**Neal Hansen**



- Europe's most authoritative expert on lifecycle management strategies in the pharmaceutical industry.
- A world-class speaker and trainer!
- Global Director of Datamonitor Healthcare's Consulting Practice.
- Renowned consultant for the world's top 10 pharma companies, and many more.

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## By attending this course:

1. Understand product maturity and **be prepared for what happens at patent expiry**
2. Know which **drivers of differentiation** can be used in a seemingly undifferentiated world
3. Learn where, when and how to compete in a generic world using **pricing and contracting strategies, authorized and own generic strategies, Rx to OTC switching strategies**, etc.
4. Learn **how to select** the best tactics for your brand(s)
5. Be able to take **portfolio management decision at late stage**
6. Know how to **build winning organizations in late stage LCM**
7. **Gain insights from real world LCM case studies** and benefit from Neal's insightful recommendations based on his unique background as a senior consultant in working on LCM solutions for many pharma companies.

## What sets this course apart?

- The expert: Not only is Dr. Neal Hansen highly knowledgeable about pharma LCM, he is also a talented speaker – very lively and passionate about this subject. He has worked globally with senior executive levels in the pharma industry across therapeutic areas, but he is also very knowledgeable about realities in the national markets.

- **The content:** Dr. Neal Hansen and his consulting team have gained unparalleled expertise through the numerous consulting assignments they have performed for the pharma industry in the area of LCM. The reason is simple: Datamonitor Healthcare's consulting team can capitalize on years of research and analysis on this topic conducted by their analysts. But Neal enriches his course with insightful recommendations he has drawn from working on pharma LCM solutions, in a format that fosters interaction and learning.

### Who should attend?

Brand Managers and their managers, as well as managers in related planning and intelligence functions dealing with mature brands.

Executives from professional services organizations should request approval from Neal Hansen prior to registering to this course. Please contact Tanya Petroffa, Office Assistant, Tanya.petroffa@celforpharma.com ; tel +32(0)27092107).

### Programme Outline

You are welcome to join us for the welcome coffee at 09:30h. The actual programme starts at 10:00h and closing will be no later than 17:00h.

- **Understanding Product Maturity – What Happens at Patent Expiry?**
  - What defines product maturity?
  - Market forces shaping the landscape for late stage LCM
  - What happens at patent expiry – exploring the world ...
  - Generic company strategies – what are their goals?
  - Defining success in late stage LCM – what are our goals?
- **Differentiating in an Undifferentiated World**
  - Drivers of differentiation in a mature world
  - Clinical differentiation – what is still possible?
  - Focus on unmet needs – what can we do?
  - Non clinical differentiation – how do we make a brand bigger than a molecule?
- **Commercial Success – Where, When and How to Compete in a Generic World**
  - Understanding the drivers of competition in a generic world
  - Where and when to compete – segmenting the world
  - Pricing and contracting strategies
  - Authorised and own generic strategies
  - Rx to OTC switching
- **Breakout Exercise – Selecting The Best Tactics**
  - Exploration of potential tactical approaches to late stage LCM

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- Case study-based prioritisation and planning
- **Portfolio Management at Late Stage – Shaping Success in Established Brands**
  - Managing a mature brands portfolio – what to keep and what to drop?
  - To withdraw or not – discontinue, divest or de-prioritise?
  - Building a portfolio – expansion strategies to drive growth
  - Portfolio-based LCM prioritisation – acting in the best interest of the whole...

### Learning methodology

In addition to his very effective interactive lecturing technique, Neal uses numerous industry cases to illustrate and discuss the LCM strategies taught during the theoretical sessions.

### Meet the expert: Dr. Neal Hansen

Neal is the Global Director of Datamonitor's Healthcare Consulting Practice. In this role, he leads a multi-disciplinary team focusing on the provision of customized solutions to leading players in the pharmaceutical and biotechnology industries in key areas such as portfolio and brand management, in- and out-licensing and forecasting.

Prior to this role, Neal was the European Head of Consulting within Wood Mackenzie's Life Sciences Practice.

During his time at Wood Mackenzie, Neal led commercial assessment, scenario planning and war gaming projects for numerous top tier and mid-cap pharmaceutical companies in Europe, the US and Japan. Earlier in his career, Neal held various senior roles within Datamonitor including Lead Consultant and Lead Analyst for Strategic and Company Intelligence encompassing Strategic Insight, eHealthInsight and PharmaVitae Company Tracking.

He has authored in-depth analyses on strategic issues affecting the pharmaceutical industry, focusing on lifecycle management, pharmaceutical sales force strategies, competitive dynamics in mature and emerging markets and the changing nature of the global generics sector.

He has chaired and spoken at numerous conferences in the field of lifecycle management and the changing nature of the generics industry. His work has featured in In Vivo, The Economist, The Wall Street Journal, MedAd News and PharmaFocus.

Neal holds a PhD in Pharmacology (University of Cambridge), and a MA in Natural Sciences (University of Cambridge).

### Dates, Venue & Accommodation

Please have a look at [http://www.celforpharma.com/pharma-management/training/pharma-lifecycle-management-course.html?linkid=minimenu\\_dates#dates](http://www.celforpharma.com/pharma-management/training/pharma-lifecycle-management-course.html?linkid=minimenu_dates#dates)

## Registration fee

Please have a look at [http://www.celforpharma.com/pharma-management/training/pharma-lifecycle-management-course.html?linkid=minimenu\\_fee#fee](http://www.celforpharma.com/pharma-management/training/pharma-lifecycle-management-course.html?linkid=minimenu_fee#fee)

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