
Optimizing Brand Lifecycle Management Strategies

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.

By attending this course:

1. You will learn how to **maximize sales of a pharma brand across its entire lifecycle** by effectively selecting, planning and implementing LCM strategies.
2. None of the **over 20 LCM strategies** available to pharma will be unfamiliar to you.
3. You will learn **how to build a Lifecycle Management Plan** that effectively links the strategic vision for the company/portfolio within a therapeutic area with local operational tactics.
4. Marketers in local affiliates will be more productive as they will learn about the key success factors for Commercial LCM Strategies, and **how to select the best strategy** for their brand.
5. Strategists in HQ will be more effective as they will learn about **key success factors of both Developmental and Commercial LCM Strategies**.
6. You will learn from the **numerous LCM cases** that Datamonitor analysts have studied, as well as from the insightful recommendations Neal will share, 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: 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.

To register, complete the online registration form at www.celforpharma.com

The reason is simple: Datamonitor Healthcare's consulting team can capitalize on years of research and analysis on this topic conducted by their analysts, resulting in a series of reputable reports on the generics industry and case studies in lifecycle management strategies.

- The content: Datamonitor shares the best of their research with you in this course. Neal and his consulting team will share with you the most valuable information that Datamonitor analysts have published in numerous reports, enriched by insightful recommendations that they have drawn from their experience in 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.

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.

- **Why Lifecycle Management? - Facing Up to the Challenges of Pharma Today**

- Key factors driving increased need for lifecycle management.
 - Facing up to competitive pressures
 - Meeting the needs of more demanding stakeholders
 - Filling the gaps created by a weak pipeline
- Overview of the generics markets of 2007 - who, where and how much more can we expect?
- Understanding biosimilars: What's going to change?

- **Creating the Optimal Lifecycle Management Plan**

- Developing a LCM plan - When and who?
- Choosing and adapting strategies throughout the drug lifecycle.
- Global vs. local LCM strategies.
- What options should be considered?
 - Developmental strategies.
 - Commercial strategies.
 - Legal/regulatory strategies.
 - Manufacturing and supply chain strategies.

- **Focus on: Developmental Lifecycle Management**

- Critical considerations for developmental LCM.
- Indication expansion.
- Second generation product development.
- Reformulation, new dosage forms, routes of administration.
- Combination therapy.
- Analysis and discussion of developmental LCM case studies.

- **Focus on: Commercial Lifecycle Management**

- Critical considerations for commercial LCM.
- Rx to OTC switching.
- Authorized/own generics.
- Pricing & contracting strategies.
- Patient & physician support programmes.
- Analysis and discussion of commercial LCM case studies.

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- **Selecting the Best Brand Protection Strategies**

- Critical factors for assessing brand protection strategies.
- Identifying the goals of brand protection.
- Key differences between countries.
- An assessment framework for LCM.

- **Final Discussion & Closing**

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

27 October 2010, Brussels

Venue & Accommodation

This course takes place at the Sheraton Airport Hotel & Conference Center which is situated opposite Brussels National Airport, literally at 2 minutes' walking distance from the arrival hall.

Sheraton Brussels Airport Hotel
Brussels National Airport

1930 Zaventem
Belgium
Tel: +32 (0) 2 710 80 00
Fax: +32 (0) 2 710 80 80

We have secured preferential room rates at this four-star hotel for our delegates. Registering three weeks or more prior to the course will secure your room at a preferential rate. Upon your registration, C.E.L. *forpharma* will send you a Hotel Accommodation Sheet to complete and send back. Do not hesitate to contact Marie Stricklesse, Programme Coordinator, if you need assistance in this matter (marie.stricklesse@celforpharma.com; tel +32(0)27092241).

Registration fee

	Price*
27 October 2010 Course (LCM-08)	
▪ Registration before 10 September 2010	€1.270
▪ Registration after 10 September 2010	€1.470

*(VAT excl.)