

# Upcoming Courses in the Fields of

MARKET ACCESS, PRICING & HEALTH ECONOMICS

COMPETITIVE STRATEGY

BUSINESS DEVELOPMENT & LICENSING

MEDICAL AFFAIRS

STRATEGIC PHARMA MARKETING



## Principles of Pharma Market Access in Europe

Dr. Nick Proctor & Mark Silvey

3-4 Oct '17, Brussels      5-6 June '18, Zurich  
5-6 Dec '17, London      25-26 Sept '18, London



## Value Pricing for Market Access

Gary Johnson      *The Fundamentals*

5-6 Oct '17, Brussels      7-8 June '18, Zurich  
7-8 Dec '17, London      27-28 Sept '18, London



## Health Economics for Non-Health-Economists

Prof. Dr. Lieven Annemans

12-13 Oct '17, Zurich      13-14 March '18, Brussels  
14-15 Dec '17, Brussels      19-20 June '18, Brussels



## The Health Technology Assessment Course

Prof. Dr. Lieven Annemans

30 Nov '17, Brussels      22 Nov '18, Brussels  
17 April '18, Brussels



## Transforming Your Pharma & Medtech Business Model

Prof. Dr. Brian D. Smith

16 Nov '17, Zurich      28 Nov '18, Brussels  
20 June '18, London



## Late Stage Pharma Lifecycle Management

Dr. Neal Hansen

14-15 Nov '17, Brussels      15-16 Nov '18, Brussels  
19-20 April '18, Zurich



## Improve Reputation for Better Results in Pharma

Stefan Gijssels

17 Nov '17, Zurich



## The Pharma Business Development Course

Martin Austin      *An Overview Course*

26-27 Sept '17, Zurich      17-18 April '18, Zurich  
12-13 Dec '17, London      25-26 Sept '18, Brussels



## The Pharma Licensing Negotiation Course

Dr. Roger Cox

28-29 Sept '17, Brussels      24-25 April '18, London  
20-21 Nov '17, Zurich      29-30 Nov '18, Brussels



## The Pharmaceutical Out-licensing Course

David Scott

23-24 Nov '17, Zurich  
26-27 April '18, London



## Pharma-Biotech Product & Company Valuation

Dr. Patrik Frei      *An Introductory Course*

22 Nov '17, Zurich  
11 March '18, Amsterdam      *Back-to-Back with BIO-Europe*



## The Pharma Forecasting Course

Gary Johnson

19-20 Oct '17, Brussels      20-21 March '18, Brussels  
14-15 Dec '17, London      21-22 June '18, London



## Principles of Patient Adherence & Support Solutions

Prof. John Weinman & Jonny Duder

27 Sept '17, London      19 June '18, London  
28 Nov '17, Brussels      20 Sept '18, Zurich



## Business Acumen for Medical Science Liaisons

Maaïke Addicks, MD

**New course! Launch date:**  
21-22 Nov '17, Brussels



## Medical Affairs for Modern Pharma

Chris Toller

10-11 Oct '17, Zurich      26-27 April '18, London  
28-29 Nov '17, London      13-14 Nov '18, Brussels



## The Strategic e-Medical Affairs Course

Ben Harbour

7-8 Nov '17, London      11-12 Oct '18, Zurich  
22-23 March '18, Brussels      6-7 Dec '18, Brussels



## The Multi-Channel Patient Engagement Course

Beverly Smet & Vladimir Rogiers

28-29 Sept '17, London      16-17 Oct '18, Zurich  
24-25 April '18, London      20-21 Nov '18, Brussels



## The Strategic Digital Pharma Marketing Course

Ruud Kooi & Annelien Van Boxlaer

9-10 Nov '17, London      14-15 June '18 Brussels  
12-13 Dec '17, Brussels      18-19 Oct '18, Zurich



## The Pharma Brand Planning Course

Edouard Demeire

5-6 Dec '17, Brussels      27-28 Nov '18, Zurich  
12-13 June '18, Brussels



## Principles of Pharmaceutical Marketing for Non-Marketing Functions

Edouard Demeire

7-8 Dec '17, Brussels      29-30 Nov '18, Zurich  
14-15 June '18, Brussels



For course queries or more information, contact:

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