

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 2017, Brussels | 5-6 Dec 2017, London



Value Pricing for Market Access

The Fundamentals

Gary Johnson

5-6 Oct 2017, Brussels | 7-8 Dec 2017, London



Health Economics for Non-Health-Economists

Prof. Dr. Lieven Annemans

12-13 Oct 2017, Zurich | 14-15 Dec 2017, Brussels



The Health Technology Assessment Course

Trends & Opportunities in Europe

Prof. Dr. Lieven Annemans

30 Nov 2017, Brussels



Transforming Your Pharma & Medtech Business Model: *Choosing, Designing and Building from 26 Emerging Alternatives*

16 Nov 2017, Zurich



Late Stage Pharma Lifecycle Management

Dr. Neal Hansen

14-15 Nov 2017, Brussels



Improve Reputation for Better Results

in Pharma: How Each Business Unit Can Achieve More by Managing Stakeholder Perceptions

17 Nov 2017, Zurich



The Pharma Business Development Course

An Overview Course

Martin Austin

26-27 Sep 2017, Zurich | 12-13 Dec 2017, London



The Pharmaceutical Out-licensing Course

David Scott

23-24 Nov 2017, Zurich



The Pharma Licensing Negotiation Course

Dr. Roger Cox

28-29 Sep 2017, Brussels | 20-21 Nov 2017, Zurich



Pharma-Biotech Product & Company Valuation

An Introductory Course

Dr. Patrik Frei

22 Nov 2017, Zurich



The Pharma Forecasting Course

Gary Johnson

19-20 Oct 2017, Brussels | 14-15 Dec 2017, London



Principles of Pharmaceutical Marketing for Non-Marketing Functions

Edouard Demeire

7-8 Dec 2017, Brussels



The Pharma Brand Planning Course

Edouard Demeire

5-6 Dec 2017, Brussels



The Strategic Digital Pharma Marketing Course

Ruud Kooi & Annelien Van Boxlaer

9-10 Nov 2017, London | 12-13 Dec 2017, Brussels



The Multi-Channel Patient Engagement Course

Beverly Smet & Vladimir Rogiers

28-29 Sep 2017, London



Principles of Patient Adherence & Support Solutions

Prof. John Weinman & Jeremy Sayers

27 Sep 2017, London | 28 Nov 2017, Brussels



Medical Affairs for Modern Pharma

Chris Toller

10-11 Oct 2017, Zurich | 28-29 Nov 2017, London



The Strategic e-Medical Affairs Course

Fanny Schenck & Ben Harbour

7-8 Nov 2017, London

For course queries or more information, contact:

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