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BUSINESS-CRITICAL
COMPETENCIES
IN MARKETING



LEARN from Pharma's
international top experts

Neal Hansen

Late Stage Pharma Lifecycle Management

LEARN from interacting
with your industry peers



One of the best courses I have attended. Even virtually, it worked extremely well. The course content was relevant, interesting and Neal was extremely knowledgeable in every topic. Thoroughly enjoyed it and look forward to putting it into practice."

Norgine

Sandra Smith

National Commercial Manager

United Kingdom



Late Stage Pharma Lifecycle Management

Learn

- What happens to drugs approaching patent expiry, and the options for competing thereafter.
- Pros & cons of all LCM strategies: Product enhancement, pricing and contracting strategies, authorised and own generic strategies, Rx to OTC switching strategies...
- Creative solutions to prolong the competitiveness and profitability of your brands.
- The right timing and planning process for preparing a brand's loss of exclusivity.
- The roles of global/regional/local functions in successful LCM.
- How to prioritise and manage a portfolio of established brands.
- Lessons from successes and failures from real-world pharma cases.



The Expert

Neal Hansen

- Dr. Neal Hansen is Europe's most authoritative expert on lifecycle management strategies in the pharmaceutical industry.
- Founder and CEO of Align Strategy, an independent international consulting business focused on advising and facilitating superior decision making in LCM and brand strategy.
- Co-author of *Pharmaceutical Lifecycle Management – Making the Most of Each and Every Brand* (Wiley & Sons, 2012).

Dates & Locations

16-17 June 2022 (*face-to-face*)

15-16 November 2022 (*face-to-face*)

Visit www.celforpharma.com for registration fees and updates.

Additional Benefits

- This course format stimulates intense interaction with your peers who deal with mature brands and loss of exclusivity issues.
- A unique opportunity to learn from and discuss your own case with pharma's leading LCM expert, which Neal truly is!

What Participants Say About This Course



The content of this course is really informative and gave me a lot of insights. Neal is an absolute expert and very passionate in sharing his knowledge. Great balance between theory and real-life examples, helping you understand the content better."

Sanquin

Rosan Sierhuis

Product Manager

The Netherlands (May 2021)



Lifecycle management should be a back bone in all pharma marketers' area of responsibility and Neal did a brilliant job in providing a very valuable course on this topic. I really liked his way of presenting and how he always made a link to different analogues. My online experience during this course was great. The timing was so well organised by Neal and CELforPharma, who always responded back to any emails or questions we had!"

Merck

Karin Sundqvist

Commercial Director

Switzerland (May 2021)



This course exceeded my expectations. It had relevant examples to my geography and highly knowledgeable subject matter from the expert with a no-nonsense approach. He went straight into the learning and had a well-structured program. The course content was fantastic! It was clear, was provided in advance and easy to learn from and refer back to. Thank you team, I really enjoyed this fantastic course!"

Astellas

Adam Bolitho

Brand Director, International Markets

Singapore (May 2021)

Agenda

Important: all hours are noted in CET/Brussels Time, so carefully convert into your local time zone!

Short breaks will be offered throughout the day.

Day 1

10:00 Introduction & Scope of the Day (~30 min)

Understanding Product Maturity – What Happens at Patent Expiry? (~1 h)

- 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?

Breakout Exercise – Predicting Life After Patent Expiry (~45 min)

- In groups, attendees will explore factors shaping the likely impact of patent expiry on a fictitious established product portfolio and they will outline a guidance on whether/how to compete
- Plenary discussion of group findings

Organising for Success – The Right Process, the Right People (~45 min)

- Organisational Critical Success Factors – optimising organisational dynamics
- Structuring for success – lessons from the industry
- The role of an LCM team – key drivers of value

13:00 Lunch Break

14:00 Preparing for Loss of Exclusivity (~1 h)

- A 5-step process for planning for loss of exclusivity (LoE)
- Establishing Late Stage Lifecycle (LLC) strategic goals – building the foundation for tactical planning
- Roles of local and global teams in LoE planning
- Critical Success Factors for LoE management

Beyond Patent Expiry – Managing a Portfolio of Established Brands (~1 h)

- Critical Success Factors for established brand management
- Tactical options – maintaining brand health vs maximising opportunities
- Managing a mature brands portfolio – clustering to enable prioritisation
- To withdraw or not – discontinue, divest or de-prioritise?
- Local planning for established brands – how to prioritise choices?

Breakout Exercise – Managing a Portfolio of Established Brands (~1 h)

- In groups, attendees will assess a portfolio of established brands and develop recommendations for portfolio management, including investment and rationalisation
- Plenary discussion of group findings

17:00 Closing of Day 1

Day 2

09:30 Introducing the Product – Solution – Value – Asset Framework for Lifecycle Optimisation (~30 min)

- The 4 key areas for tactical planning lifecycle management
- Explanation of the Product – Solution – Value – Asset optimisation framework as a guide for lifecycle management planning

Differentiating in an Undifferentiated World (~1 h 15 min)

- Drivers of differentiation in a mature world
- Options for product differentiation – what has worked and what is possible?
- Drivers of success – how can we optimise formulations, product labels, evidence?
- Case studies of late stage product differentiation success and failure

Breakout Exercise – Assessing an LCM Plan (~1 h 45 min)

- In groups, attendees will evaluate a hypothetical loss of exclusivity preparedness plan and develop recommendations for improvement
- Plenary discussion of group findings

13:00 Lunch Break

14:00 Solution & Value Optimisation in the Late Lifecycle (~1 h)

- Services and solutions – how to add value to key stakeholders
- Communicating value – stakeholder engagement for late stage brands
- Delivering value – options to compete on acquisition price
- Maximising profit returns – realising profit-enabling cost optimisation
- Case studies of solution and value optimisation

Asset Optimisation Strategies (~1 h)

- Exploring clone strategies – second brands, own generics and biologic clones
- Drivers and resistors to clone strategy success – internal and external factors
- Strategic goals of clone strategies – different goals for different market situations
- Key questions to consider when exploring clone strategies

Group Exercise – Commercial LLC planning (~30 min)

- As a plenary group, participants will develop integrated commercial strategy recommendations for four hypothetical product/market archetypes, considering solution and value optimisation and the potential use of clone strategies

The Future for Late Stage Lifecycle Management (~30 min)

- Building a picture of the world in 2025 and beyond
- The role of established brands in 2025
- A vision of success and the pathway for pharma

17:00 Close

Registration Form

Complete the below form and email to aswaan@celforpharma.com or fax to +32 2 721 13 82 or go to www.celforpharma.com and complete the online registration form.



Questions?

Annelies Swaan
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aswaan@celforpharma.com

Course(s)

Course Title
Course Date(s)

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title Email
First Name Mobile Number
Last Name Country of Work
Job Title

Company Details

Company Name
VAT Number
Invoicing Address:
Street Address
City/Province
Postcode
Country

Payment

Payment Method Bank Transfer (+3%) Credit Card
PO Number (optional)

Confirm Registration

In order to complete the registration, please tick the following box(es):

- I, the participant(s), have read and accept CELforPharma's Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that CELforPharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.