



C.E.L. *for pharma*
CENTRE FOR EXECUTIVE LEADERSHIP

Medical Affairs for Modern Pharma



Understand how medical affairs can enhance the commercial success of pharma brands – Learn how medical teams can contribute to market insight and brand value definition – Develop the skills to design a competitive medical affairs strategy and to develop the optimal mix of tactics – Know the pros & cons of each tactic.

Chris Toller



- Leading international consultant in pharmaceutical medical affairs who has worked with medical affairs teams in Europe, the USA as well as in emerging markets in Asia-Pacific and the Middle East.
- Chris' professional roles have included Managing Director at Choice Healthcare Solutions, Head of Strategy for the Choice Group, and Founder & MD of one of the UK's first specialist medical communications agencies.
- Devised medical affairs strategies and implemented programmes to support more than 50 medical brands on behalf of the world's leading pharma companies.

By Attending This Course, You Will



- 1) Be able to manage medical affairs not only from a scientific perspective but also from the perspective of a brand's commercial success factors.
- 2) Learn how medical affairs can contribute to market understanding and to brand development strategy.
- 3) Be equipped with the insights and tools to develop a competitive medical affairs strategy and to decide on the optimal tactical mix.
- 4) Learn the pros and cons of commonly used medical affairs tactics.
- 5) Develop a medical affairs perspective on pharmacoeconomics and market access.
- 6) Benefit from Chris' wealth of experience in working with medical affairs departments across a wide spectrum of therapeutic and geographical markets.

Why You Should Attend

In the past, pharma companies were largely fuelled by their own R&D departments developing small-molecule solutions to large patient populations. In that era, sales and marketing took the lead and scientific concerns were very much secondary to promotion. Medical affairs departments were often a back-office service that made sure the marketing heroes did not let their exuberance for the brand take them too far.

The Content: Modern Pharma is now facing a new multi-stakeholder and digitalised environment governed by market access hurdles, where the word value influences everything we do. In this new environment, medical affairs departments play a critical role in paving the way for a brand's commercial success. Hence this course addresses the need for pharma companies to equip their medical affairs departments with new competencies.

The Expert: Chris Toller, a physician by education, built a career that has enabled him to work with medical affairs teams all over the world and in just about every therapy area. He has discovered what distinguishes a successful medical affairs executive from the average performer. Apart from being a creative strategic thinker, Chris is an excellent communicator and an inspirational presenter.

Medical Affairs for Modern Pharma is the only available public training course delivered by Chris Toller on this topic.

Who Should Attend

- As the impact of medical affairs activities on the commercial success of new pharmaceuticals has increased dramatically, all medical affairs executives will benefit from this course.
- This course is particularly suitable for medical affairs executives involved in preparing the market for a new pharmaceutical during the pre-launch phase, as well as new executives in medical affairs departments.
- Suppliers of professional services to the medical affairs departments in the healthcare industry who need to understand how their capabilities can better address the new challenges for pharmaceutical medical affairs.

Agenda Day 1 – Insight & Strategy

10:00 Welcome & Introduction

10:15 The Evolving Role of Medical Affairs in Modern Pharma

- The changing pharma landscape
- Implications for medical affairs: more science – more stakeholders – more data sources – more scrutiny – more demands

11:00 Coffee Break

11:15 Group Exercise 1 - Medical Affairs in Pharma and Vaccine Markets

- Identify key stakeholders and principal functions for medical affairs. Build a matrix of key strategic objectives by stakeholder

12:15 How Medical Insight Can Inform Market Understanding

- Sources of insight
- Understanding customers: Prescribers – Patients – Payers
- Exploring the market potential within a therapy area
 - Defining the patient journey
 - Patient population estimation and forecasting
 - Identifying and influencing therapeutic opportunities
- The competitive landscape
 - Medical interpretation of market research
 - Beyond efficacy and tolerability
- Evaluating and prioritising needs
 - What are the unmet needs for prescribers and patients?
 - Which are most likely to determine behaviour?
- Current and future trends

13:15 Lunch

14:15 How Medical Insight Contributes to Brand Development Strategy

- Bringing a forensic approach to brand analysis
 - Medical perspectives on brand assets and attributes
 - How valuable is a SWOT analysis?
 - Stakeholder attitudes, preferences and perceptions
 - How can medicine help to build the emotional component of the brand?
- Clinical studies
 - Is your clinical development programme fit for purpose?
 - Identifying data gaps
 - Medical input to phase IIIb/IV plans & patient registries
 - How to maximise the value from clinical studies with a scientific platform
 - Beyond clinical studies: Utilising real-world experience
- Medical affairs contribution to brand value
 - Brand positioning
 - Creating a scientific narrative for the brand

15:15 Coffee Break

15:30 Defining Medical Affairs Strategy

- Effective medical affairs is a culture – and it starts in your office!
- Understand your resources and assemble your forces
- Defining objectives and setting priorities

16:00 Group Exercise 2 – Defining a Medical Affairs Strategy

- *Each group will be provided with clinical and market data related to a pre-launch biotech product. On that basis, the groups will need to prepare key points of a medical affairs strategy, which they must present and defend*
- *Group presentations and discussion*

18:00 Close

Group Dinner

Agenda Day 2 – Planning & Implementation

09:00 Background to Medical Communications

- Targets, objectives, resources and priorities

10:00 Physician and HCP Engagement

- Advisory boards and advocacy: Setting the right objectives and how to do it effectively
- Clinical studies as a tool for clinician engagement
- Scientific publications and congresses: How to get the best value for money & time?
- Communication and educational programmes: How do you get doctors to take part?
- Clinical preceptorships
- Value of digital media

10:45 Coffee Break

11:00 Patients – The Emerging Power

11:30 What Medical Affairs Needs to Know about Pharmaco-economics

- Overview of pharmaco-economics
- Economic modelling and analysis
- How payers take decisions
- Demonstrating value to payers

12:30 Lunch

13:15 Group Exercise 3 - An Entrepreneurial Challenge

15:15 Coffee Break

15:30 Medical Affairs Leadership

- Defining a medical affairs culture:
 - Values, behaviours & competences
 - Internal vs. external profile
- Leadership vs. management
- Recruiting and training

16:30 Final Discussion

16:45 Close

Learning Methodology

Chris Toller has a reputation as an excellent communicator and an inspirational presenter. You can thus expect his course to be very dynamic and lively, with interactive lectures alternating with group work and plenary discussion sessions.

One of the most valuable aspects of attending any C.E.L.forpharma course is not only being able to have your specific questions answered by a leading expert, but also having the opportunity to share experiences and have in-depth discussions with your international peers.

How To Register

- 1.) Check our website (www.celforpharma.com) for the most recent course dates and fees.
- 2.) Click "Register Now" & fill out the registration form with your personal and company (invoicing) details.

If applicable please add your company's VAT number. We will include this on your invoice, which is needed for your company to reclaim VAT.

- 3.) Choose a payment method.
 - a. If you select "Pay by credit card" we will email you a pro forma invoice and secure payment link.
 - b. If you select "Pay by bank transfer" we will email you a pro forma invoice for you to process through your company's payment system.

- 4.) Click [Confirm Registration >](#)

You will receive an automatic confirmation email shortly followed by a personal email with your pro forma invoice and further payment instructions.

Included in the Registration Fee

- Course Material (Digital & Print Versions)
- Coffee, Tea & Refreshments During the Course
- Lunch During the Course
- A Group Dinner on the First Day
- Certificate of Attendance Signed by the Expert

Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

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Chris Toller's course is about Medical Excellence at its best!

Sanofi-Genzyme

Stefanie Ritterhoff, Medical Excellence Manager

Germany - March 2017



Comprehensive overview of various Medical Affairs aspects, showing the industry standard and benchmark of activities. This course is very helpful to adapt and rearrange my everyday work in MA!

Merck

Kurt Marhardt, Global Medical Affairs Director

Austria - November 2016



It was a great course, covering the important knowledge areas of Medical Affairs and learning skills you can apply right away. I highly recommend it!

Takeda

Tim Durham, Senior Program Manager
Switzerland - November 2016