



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

Principles of Patient Adherence & Support Solutions



Understand the drivers of non-adherent behaviour – Identify adherence opportunities to improve commercial brand outcomes – Learn how to design Patient Support Programmes that resonate with all stakeholders.



Prof. John Weinman & Jonny Duder

- Prof. Weinman is one of the most prominent experts in the field of patient adherence and is head of Health Psychology (Europe) for Atlantis Healthcare, global leaders in patient behaviour change & adherence solutions.
- Jonny Duder is Managing Director at Atlantis Healthcare and has over 20 years' global marketing experience with 12+ years in senior leadership roles designing, launching and managing global, regional and local patient support programs.

By Attending This Course, You Will



- 1) Fully understand the extent and nature of the adherence challenges that patients face, and in particular the evidence-based drivers of their non-adherent behaviour.
- 2) Be able to identify adherence opportunities to effectively contribute to commercial brand outcomes and decrease healthcare resource utilisation.
- 3) Know how to design and deliver Patient Support Programmes that resonate with all stakeholders (patients, payers, pharma).
- 4) Learn the dos & don'ts, including managing regulatory restrictions, effective enrolment and regional implementation.
- 5) Have the unique opportunity to interact with one of the world's leading experts on improving patient adherence, Prof. John Weinman, as well as with Atlantis Healthcare's MD Jonny Duder, who has extensive experience in patient support strategy and design.

Why You Should Attend

Whilst the challenge of non-adherence has been around for as long as medications exist, successful efforts to address the challenge have been scarce. This is primarily due to a lack of knowledge in two areas: What does an effective intervention look like for a specific patient? How do we scale this across markets and conditions?

The Content & Experts: In order to answer these questions, Principles of Patient Adherence & Support Solutions will be presented by two experts who have been at the cutting edge of these challenges for a number of years, and will relay their collective expertise and experience. Prof. John Weinman is a key opinion leader in the design of interventions to address non-adherence. Attendees are able to learn about the clinical background to non-adherence, along with the validated approaches to create evidence-based support programmes. Jonny Duder has 12+ years experience in senior leadership roles designing, launching and managing global, regional and local patient support programs – he has seen it all! From concept development through to call centre setup, Jonny will share his practical experience of the opportunities and pitfalls in this space.

The Principles of Patient Adherence & Support Solutions course is the only available public training course delivered by Prof. John Weinman and Jonny Duder on the topic of patient adherence.

Who Should Attend

Adherence is an issue that overlaps many functional areas but the patient adherence seminar is particularly suitable for brand/product teams, patient-engagement specialists, medical science liaisons and market access professionals developing pharmaceutical services to complement products.

As this course is delivered by Prof. Weinman and Jonny Duder, experts from Atlantis Healthcare - a world leader in evidence-based personalised patient support programs, executives from other professional service agencies should request approval prior to registering for this course. Please contact Annelies Swaan, Head of Business Operations, for more information (annelies.swaan@celforpharma.com, tel +32 (0)2 709 01 42).

Agenda

10:00 Welcome

10:20 Introduction to Non-Adherence and the Implications for Pharma

- General principles
- How important is non-adherence to
 - Patients
 - Health Care Professionals
 - Industry
- Where are the patient support opportunities for pharma?
- Short interactive task to identify drivers of health behaviour

11:15 Coffee Break

11:30 What are the Drivers of Non-Adherence?

- Information alone is not enough – the old model has failed
 - The importance of beliefs - Leventhal's Self-Regulatory Model
- Role of illness and treatment beliefs
- Short interactive exercise to demonstrate how patient-beliefs manifest through real life examples

13:00 Lunch

13:45 Designing a Patient Support Programme (PSP)

- A PSP design approach
 - Understand – building an evidence base for the PSP
 - Connect – delivering effective interventional content
 - Change – measuring patient support services
- Measuring adherence and PSP's
- Regulatory considerations
- Common implementation challenges
 - Patient-enrollment
 - HCP buy-in
 - Do's & don'ts

15:30 Coffee Break

15:45 Exercise – Design Your Patient Support Programme

- Interactive exercise to go through the process of designing PSPs
 - Understand - what do we need to know?
 - Connect - how do we bring this message to patients?
 - Change - integrating effective measurement
- Feedback & Learnings

17:15 Closing Remarks

Learning Methodology

This 1-day seminar perfectly balances theory with practice. Lectures alternate with short interactive exercises that bring some of the ideas and concepts to life. This hands-on course ends with a workshop during which you will learn how to design a Patient Support Programme.

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
- Certificate of Attendance Signed by the Experts

Have Any Questions?



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

email: annelies.swaan@celforpharma.com

call: +32 (0)2 709 01 42



This course gives a good structure with all relevant things to consider!

Coloplast

Claus Bøgebjerg, Senior International Education Manager

Denmark - May 2017



A day well spent to dig deep in what drives non-adherence and how a well-designed PSP could address the problem. Cross-sharing among participants is very valuable.

Shire

Lillian Ng, Head of Patient Support

Switzerland - May 2017



Very interesting course presented with high level of professionalism and through wise experts, useful interaction with colleagues from other companies.

Celgene

Veerle Nijns, Customer Project Manager

Belgium - May 2017