



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

# Principles of Pharmaceutical Marketing for Non-Marketing Functions



Understand the marketing principles that determine a pharmaceutical's commercial success - Learn how your function can contribute to a pharma brand's success in the new environment - Know how pharma marketers take strategic and tactical decisions - Gain ideas for cross-functional synergies that benefit a brand's success.



## Edouard Demeire

- Co-author of *GOOD PHARMA. How Marketing Creates Value in Pharma* (Corstjens & Demeire, 2014).
- Contributed to the design of Roche's and Novartis' Brand Planning Processes. Designed and runs Roche's courses for marketing and non-marketing audiences worldwide.
- Visiting Professor at CEDEP (INSEAD) and other business schools.
- Developed business simulation games for the pharma industry (e.g. STRATPHARM) and trained 1000s of executives on pharma marketing strategy since 1990.

## By Attending This Course, You Will



- 1) Become familiar with the terminology, concepts and decision making processes of your colleagues in pharmaceutical marketing and know how you can better collaborate towards a common goal: the brand's success.
- 2) Understand the drivers of a pharma brand's success and how you can contribute to commercial success in an environment that changed dramatically due to market access hurdles, the internet, new influencers and decision makers.
- 3) Learn why and how a pharma brand's success is determined by the synergistic collaboration of several functions with a variety of external stakeholders.
- 4) Know how you can align your activities with a brand's strategy and discover tactical synergies between your function and the marketing function.
- 5) Benefit from Edouard's wealth of experience in training & coaching executives in numerous pharma companies on best-practice pharma marketing across a wide spectrum of therapeutic and geographical markets.
- 6) Receive Edouard's book *GOOD PHARMA. How Marketing Creates Value in Pharma* (Corstjens & Demeire, 2014).

## Why You Should Attend

In today's environment (market access hurdles, multiple stakeholders, patient power etc.) many non-marketers and non-marketing functions play a critical role, along a brand's lifecycle, in achieving a pharmaceutical brand's commercial success. It is therefore of paramount importance that executives in non-marketing functions understand what determines the commercial success of pharmaceuticals. In addition, pharma companies need to slash the boundaries between the traditional functional "silos" and create an organisation that fosters cross-functional collaboration.

Edouard has, as a part time faculty member of leading institutes such as CEDEP (located on the INSEAD campus), Solvay Business School in Brussels and C.E.L.*forpharma*, a great ability to deliver conceptually clear definitions of commercial concepts which are sometimes fuzzy in practitioner minds. At the same time, being a trainer & consultant to many pharma companies in medical, marketing, access and sales areas, Edouard has a thorough understanding of the daily work situations in pharma companies, in developed as well as in emerging markets, and across many therapeutic markets.

## Who Should Attend

As the course title suggests, this pharma marketing training is specifically designed for non-marketers. In particular:

- Executives in medical affairs, sales, market access, public affairs, health economics, business intelligence, etc., who need to understand how their role can contribute to the commercial success of pharmaceuticals.
- Executives in finance, ICT, human resources, regulatory etc., who need to understand the marketing function and how the different functional sub-strategies should be aligned with the brand strategy.
- Suppliers of professional services to the healthcare industry who need to understand how their services contribute to the commercialisation of pharmaceutical products.

## Agenda Day 1 – Understanding Pharma Marketing Decision Making

### 10:00 Welcome & Audience Expectations

### 10:15 What is Pharma Marketing?

- Understanding the rationale and differences, as well as the strengths and weaknesses of the 3 different company cultures in the pharma industry:
  - Sales culture
  - Product Innovation culture
  - Market-led culture
- How do you know your company is market-led?
- Differences between pharma marketing and consumer goods marketing

11:45 Coffee Break

### 12:00 Insight Generation in the Market-led Pharma Company

- Why market research?
- The Patient Flow: quantifying a brand's market potential by analysing patient population data & dynamics
- The Patient Journey: gaining insight from the patient's interaction with his/her environment
- Analysing the beliefs & behaviours of stakeholders along the patient journey to identify the true leverage points

12:45 Lunch

### 13:30 Group Exercise 1 – Understanding a Disease Market

- *Using a case on heart failure, delegates (in groups of 3-4) will need to understand and unravel the market: the competition, healthcare practitioners, patients and other stakeholders. They will learn to gain critical disease market insights from business intelligence data*
- *Groups will present and discuss their findings in plenary*

### 14:30 Essentials of Brand Strategy Development – from SWOT to Strategy

- Gaining KEY insights into the situation: The SWOT analysis
- What is a strategy and how does it apply to the marketing of pharmaceuticals?

### 14:45 Essentials of Brand Strategy Development - SEGMENTATION

- What is segmentation and why segment the market?
- Why bad segmentation leads to bad decisions
- An overview of a 3 step segmentation process, including Target Segment Selection
- What is a good segmentation in pharma?

15:30 Coffee Break

### 15:45 Essentials of Brand Strategy Development - POSITIONING

- What is positioning and why it is important
- The process and tools pharma marketers use to determine the brand's optimal positioning
- Criteria for a good competitive positioning statement

### 16:15 Market-Led Tactical Development

- Stages in the prescriber adoption process
- Typical marketing tactics used to influence decision making of healthcare practitioners
- Best practice methodology used to select the optimal tactical mix for a brand or franchise

### 17:15 Group Exercise 2 – Deciding on Marketing Tactics

- *Delegates will need to apply this methodology on the heart failure market to decide on the best multichannel approach to change stakeholder behaviour and beliefs*
- *Groups will present and discuss their findings in plenary*

18:15 Close

Group Dinner

## Agenda Day 2 - How Marketing Interfaces with Other Functions

### 08:30 Recap of Day 1

### 08:45 Performance Management

- Pros & Cons of KPIs typically used in pharma marketing
- How to measure them - issues - dos & don'ts

### 09:00 Implementation in the Field – The Sales Force

- The Sales Reps: selling approaches – planning issues - required skills – performance metrics – CRM
- How sales rep reports can help to shape and adjust strategy and HCP segmentation
- Key Account Management: what are “accounts”? – pros & cons of consultative selling - responsibilities

10:00 Coffee Break

### 10:15 Marketing Input Into R&D

- How Unmet Medical Need and Disease Market Attractiveness help prioritizing areas of R&D and drive R&D strategic decisions
- Example from an oncology product
- Determining the Target Product Profile based on competitive landscape analysis
- Example in multiple sclerosis of how alternative TPPs are evaluated using conjoint measurement research techniques

### 11:30 The Marketing-Medical Interface

- How medical information sources can feed into competitive strategy
- The impact of the migration of clinical data dissemination from the marketing to the medical function (for compliance reasons)
- How Medical Affairs can increase sales with new value-added patient-centric services for clinicians

13:00 Lunch

### 13:45 Group Exercise 3 – Delivering Value to Key Opinion Leaders

- *Working in groups, delegates will decide on an action plan for collaborating with a KOL*

### 14:00 Marketing & Market Access

- The hurdles for pharmaceuticals to get access to patients: HTA - pricing & reimbursement - budget availability
- Basics of health economics and how this discipline determines payer's decision making
- Best-practice in developing a market access plan and the role of marketing therein

15:15 Coffee Break

### 15:30 Group Exercise 4 – Healthcare Systems and Market Access Tactics

- *Delegates will identify how differences in healthcare systems impact on the success of a brand, using a case in the Monoclonal Antibody market. Each group will be assigned to a healthcare system, for which they will determine which stakeholders are key for their regional situation*
- *Groups will present their findings in plenary and tactics addressing the access challenges will be discussed in the plenary*

### 16:15 Final Wrap-up

### 16:30 Close

## Learning Methodology

This course uses a variety of learning approaches, including interactive lectures, a case study, as well as group work and plenary discussion sessions.

Working in groups of 3-5 delegates on a heart failure case and a monoclonal antibody case, developed by Prof. Demeire, will enable you to practice the concepts and tools taught during the interactive lectures that alternate with group work.

*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](http://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
- Book: *GOOD PHARMA. How Marketing Creates Value in Pharma* (Corstjens & Demeire, 2014)

## Have Any Questions?



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

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*Edouard Demeire provided a good overview of the marketing function and of the marketing techniques used in pharma. It was impressive to see how professionalizing sales reps reports can help to shape and adjust strategy and HCP segmentation. I also learnt from real-life examples from the various companies represented in the room. Very useful course!*

### LEO Pharma

Dr. Laura Berger, Medical Director - Switzerland  
May 2016



*I really liked this Pharma Marketing for Non-Marketers course, even though it was a lot of information in 2 days. Edouard Demeire is fantastic, the audience was interesting and there was a good balance between theory and exercises – I learnt a lot, thanks!*

### Alexion

Michele Cane, Business Excellence Manager - Switzerland  
May 2016