



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

# The Strategic e-Medical Affairs Course



Learn to design a digital innovation strategy for Medical Affairs – Grasp the full power and trends of the whole spectrum of digital tactics that affect physicians and patients – Learn how to optimise the mix of tactics and to measure their business impact.

## Ben Harbour



- Across Health's UK Director and expert on digital and customer-centric innovation in the new go-to-market model of life sciences.
- Strategic advisor to pharma, biotech and medical device companies on multichannel communication programmes at the corporate, regional, and brand level.
- Extensive international experience spanning the clinical, medical and commercial phases of product development across a wide range of therapeutic indications.

## By Attending This Course, You Will



- 1) Not miss the opportunities offered by the Internet for digital/cross-channel customer-centric communication in Medical Affairs.
- 2) Be able to design a digital strategy for key disciplines in Medical Affairs: medical education, medical information, KOL management, dissemination of data and clinical trial recruitment.
- 3) Know how to integrate digital initiatives in a balanced Medical Mix while respecting legal and regulatory guidelines.
- 4) Be able to assess the clinical impact of e-medical programmes and how to create KPIs and dashboards to assess the success of your cross-channel activities.
- 5) Learn from well-metricised examples of successful e-medical tactics for physicians, consumers/caregivers and other new stakeholders.
- 6) Be prepared for emerging digital trends that will impact Medical Affairs.

## Why You Should Attend

On one hand, there is a strong need from pharma customers (physicians, but also patients, nurses, (hospital) pharmacists etc.) to receive the latest medical information “anytime, anywhere” – on websites, but also on tablet devices and smartphones. On the other hand, pharma is experiencing cost pressures in the promotional space. As a result, more efforts are being put into blended or pure online offerings, which not only result in budget efficiencies, but will also be preferred by time-pressured customers.

**The Content:** This course not only provides you with an explanation about concepts and methods but also, and more importantly, it discusses the integration of digital in the overall business strategy and medical plans (with practical examples) as well as the perspective of customers and stakeholders, including several best-practice cases.

**The Expert:** Our expert-trainer, Ben Harbour, has a wide international experience in integrating digital into pharma companies’ business communication processes. In addition, he has also built up a very strong reputation within the international digital pharma community as high-impact consultant and trainer.

*The Strategic e-Medical Affairs Course is the only available public training course delivered by Ben Harbour on the topic of digital strategy for medical affairs.*

## Who Should Attend

This workshop is designed for innovative medical leaders who want to optimise their communication mix and enhance customer-centricity through the selective adoption of digital.

*As this course is delivered by Ben Harbour of Across Health - a leading pharma consultancy company, 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](mailto:annelies.swaan@celforpharma.com), tel +32 (0)2 709 01 42).*

## Agenda Day 1

### 10:00 Welcome & General Introduction

### 10:30 The Digital Landscape in e-Medical (1): Stakeholder Needs & Trends

- What are your GPs, KOLs, nurses, payors and patients looking for in terms of e-medical, today and ... tomorrow?
- Current use & trends of internet use by physicians
- Benefits of online vs. offline channels
- Key technology trends and the trend towards cross-channel communication

11:45 Coffee Break

### 12:00 The Digital Landscape in e-Medical (2): Where Is Your Company Today?

- The digital maturity of pharma companies: benchmarks and comparison with other industries
- How do you assess your organizational readiness for digital transformation?
- Discussion

### 12:45 Designing a Digital Innovation Strategy for Medical Affairs

- What does a digital strategy for e-medical look like?
- The 6 generic strategies
- How do you prioritize key medical tactics?
- How do you design a multi-year digital roadmap?

13:15 Lunch

### 14:15 Opportunities with Physicians (1) – e-Medical Education & e-Medinfo

- e-Medical education: trends, sources and case studies
- e-Medical and the self-service portal – key trends & options

16:00 Coffee Break

### 16:15 Opportunities with Physicians (2) - KOL Management, Clinical Trials & Data Dissemination

- Online & blended KOL management – the new business model
- eClinical trials – the time is now
- Data dissemination through digital channels – navigating the maze of channels

17:00 Close

**Group Dinner**

## Agenda Day 2

**09:00 Exercise: Comparing 2 country markets with regard to the reach and impact of offline & online medical channels**

**09:45 Patient Opportunities – Education and Adherence Programmes**

- How do patients behave online and how you can engage
- How to boost the impact of your online patient education and patient adherence projects
- Learning from state-of-the-art examples in the pharma industry

10:15 Coffee Break

**10:30 Social Media and Mobile Opportunities**

- Opportunities in social & mobile marketing for Medical Affairs: patient & HCP communities, tablet best practices, medical apps, patient-physician connectivity
- Learn from state-of-the-art examples in the pharma industry

**11:15 Emerging Trends in e-Medical**

- The 'Quantified Self' and remote patient monitoring
- Internet of things: how e-medical can benefit
- Big Data: hype or reality? Real-life cases
- Electronic Health Records (EHR) and Patient Health Records (PHR): key trends & opportunities for Medical Affairs

12:00 Lunch

**12:45 Budget Planning & Optimizing the Channel Mix**

- What kind of budget should be allocated to e-medical?
- The 'Medical Meeting Equivalent' (MedEQ) concept
- A pragmatic approach to channel mix optimization for Medical Affairs
- *Channel mix exercise*

14:30 Coffee Break

**14:45 Impact Measurement: ROI and Other KPIs**

- Qualitative vs. quantitative KPIs in Medical Affairs
- Web analytics for e-medical programmes – key focus areas
- Comprehensive impact measurement framework for e-medical
- Dashboard best practices – case studies
- *Exercise*

**15:45 The Regulatory Framework**

**16:30 Close**

## Learning Methodology

Ben Harbour is very experienced in leading interactive sessions and will actively engage participants in discussions and teamwork.

In addition, group exercises will be used throughout the workshop to help you put theory into practice.

*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 Experts

## Have Any Questions?



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

**email:** [annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com)

**call:** +32 (0)2 709 01 42



*For those naïve in the digital entourage and those already initiated, this course gives you both the very basics and a deeper dive in the practical aspects of putting the today's digital tools to the service of our traditional Medical Affairs departments. An excellent start to expand the reach of our knowledge for the benefit of our clients and patients ultimately.*

### Eisai Farmacéutica

Lorenzo Orcajo Rincón, Medical Science Liaison  
Germany - Spain - May 2017



*This course is useful both for newcomers recently introduced to digital and for more advanced executives. I highly recommend it!*

### Pfizer

Anna Salustowicz, Medical Team Lead  
United Kingdom - May 2017



*This was a very interesting and useful course. And the organization was perfect. Thanks!*

### AbbVie

Nadezhda Drokina, Medical Advisor  
Russia - May 2017