

ACQUIRE BUSINESS ACUMEN IN MEDICAL AFFAIRS



› LEARN from Pharma's
international top experts



Chris Toller

Strategic Medical Affairs for Modern Pharma

New Challenges & Competencies

“ Overall an excellent course! The content was high quality and it was made even better by the excellent delivery and experience from Chris. The opportunity for discussion and sharing experiences during the sessions with people from other companies provided additional value, plus the break-out exercises also worked well.”

Hannah Stevenson, Therapy Area Head Specialty, Medical Affairs - **Sandoz**
(United Kingdom)



Strategic Medical Affairs for Modern Pharma

New Challenges & Competencies

LEARN

- › Strategic thinking in the Medical Affairs (MA) function.
- › How to create, measure and demonstrate value in the MA function.
- › How to use medical insights for a successful brand development strategy.
- › How to communicate effectively with HCPs.
- › What MA needs to know about patient-centricity, pharmaco-economics, market access and digital communications.
- › Leadership skills for Medical Affairs.



The Expert
Chris Toller

- Chris Toller is a leading international consultant in pharmaceutical Medical Affairs who has worked with MA teams across the globe.
- 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. Currently, he is Managing Partner at Havas Life Medicom UK.
- After his education as a physician, Chris 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 devised MA strategies and implemented programmes to support more than 50 medical brands on behalf of the world's leading pharma companies.
- In working with these Medical Affairs teams, Chris has discovered over the years what distinguishes a successful Medical Affairs executive from the average performer. And apart from being a creative strategic thinker, Chris is an excellent communicator and an inspirational presenter.

Dates & Locations

8-9 October 2024 (*Brussels*)

10-11 December 2024 (*live online*)

25-26 March 2025 (*Brussels*)

1-2 October 2025 (*live online*)

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

What Participants Say About This Course

“ Thanks, this was a great course. I would definitely recommend it for Medical Advisors or Medical Leads who are new to the position and want a really good overview of MA. Chris is a great teacher and presenter which makes this a really enjoyable 2-day course to attend.”

Norgine

Astrid Hartmann
Senior Medical Director, Global Affiliates
Germany (June 2023)

“ A very useful course to everyone working in Medical Affairs. It has great content, a very engaging and charismatic speaker and lots of learning and sharing of experiences not only from the speaker, but also from colleagues from other companies. Well worth attending, thanks a lot CELforPharma!”

Novartis

Scott Beijn
Senior Medical Director, Global Affiliates
The Netherlands (June 2023)

“ High quality training, well prepared and organised. It brings new vision and value to increase our knowledge and skills!”

Servier

Weiwei Li-Bertheau
Global Medical Lead
France (September 2023)

Agenda



All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to lisa.causero@celforpharma.com.

DAY 1

- > **Welcome & Introduction (~15 min)**
- > **The Evolving Role of Medical Affairs (~1 h 15 min)**
 - Strategic medical affairs in a changing pharma landscape
 - Implications: more science – more stakeholders – more data sources – more scrutiny – more demands
 - Defining our scope: the 6 domains of medical affairs excellence
- > **Drive Medical Insight (~1 h 30 min)**
 - Components and sources of medical insight
 - *Group exercise: gaining & using insight*
 - Insight mapping from the patient journey
 - Medical insight supporting brand positioning

Lunch Break

- > **Own the Data (~45 min)**
 - Building a scientific platform
 - Identifying data gaps
 - Scientific publications and congress planning
 - Characteristics of Big Data and RWE
- > **Communicate and Educate (~2 h 15 min)**
 - Early brand lexicon
 - Scientific messaging and narrative
 - Digital and multichannel communications
 - Efficient content review
 - Building a medical communications strategy
- > **Close**

DAY 2

- > **Group Exercise: Scientific Communications (~1 h 30 min)**
 - *Each team will be provided with clinical and market data related to a recently launched product. On that basis, the teams will need to prepare key points of a medical communications strategy, which they present and defend with the group*
- > **Engage with Stakeholders (~45 min)**
 - Analysis of digital vs conventional media
 - Multichannel digital model for medical communication
 - An integrated digital strategy
- > **Support the Value Proposition (~1 h 30 min)**
 - Basics of pharmacoeconomics
 - The concept of incremental value
 - Cost-benefit and cost-effectiveness
 - Cost-utility and the concept of QALYs
 - Basis of choice – understanding ICERs

Lunch Break

- > **Lead and Manage the Medical Affairs Function (~2 h)**
 - Demonstrating value of medical affairs
 - *Group exercise: towards better KPIs*
 - Skills, competences and sources of power
 - Structure and culture within medical affairs
 - *Group exercise: defining a vision*
- > **Course Review and Summary (~15 min)**
- > **Close**

Registration Form



Complete the below form and email to aswaan@celforpharma.com or go to www.celforpharma.com and complete the online registration form.



QUESTIONS?

Annelies Swaan
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.