CELforPharma’s

2021-2022 TRAINING PROGRAMME

Learn

→ From true industry experts
→ From your peers in other companies
→ To think from the market’s perspective
→ To act cross-functionally

The only international training institution where PHARMA, BIOTECH & MEDTECH executives can learn business-critical competencies for market-facing functions.
Table of Contents

Welcome ........................................................................................................................................3

Discover our Course Offering in the Fields of:

- Market Access, Pricing & Health Economics
- Medical Affairs
- Strategic Pharma Marketing
- Business Development & Licensing

- Basics of Health Economics - Online self-study programme ..................................................4
- Understanding Pharma Market Access & Payers in Europe .....................................................5
- Value Pricing for Optimising Market Access .............................................................................6
- Health Economics for Non-Health-Economists ........................................................................7
- The Health Technology Assessment Course ............................................................................8
- Generating RWE for Optimising Market Access .....................................................................9
- Medical Affairs for Modern Pharma .......................................................................................10
- The Strategic e-Medical Affairs Course ..................................................................................11
- Business Acumen for MSLs .....................................................................................................12
- Understanding Patient Behaviour & Developing Personalised Solutions ............................13
- Strategy & Planning for Commercial Launch Success in Pharma ..........................................14
- Key Account Management Excellence in Pharma .................................................................15
- The Pharma Brand Planning Course ......................................................................................16
- The Strategic Digital Pharma Marketing Course ....................................................................17
- Late Stage Pharma Lifecycle Management ..............................................................................18
- The Pharma Forecasting Course ............................................................................................19
- The Pharma Business Development Course ...........................................................................20
- The Pharmaceutical Out-licensing Course ............................................................................21
- The Pharma Licensing Negotiation Course ............................................................................22
- Pharma-Biotech Product & Company Valuation .....................................................................23
- Accounting Implications of Pharma Licensing Deals for BD&L Managers ............................24

Registration Form .......................................................................................................................25

CELforPharma’s 3 Course Formats ............................................................................................26
“Welcome to CELforPharma”

“Where you can learn from true experts and your peers to boost your market & thought leadership!”

Luc De Langhe, Founder & CEO

INTERNATIONAL
In 2020, executives from 47 Countries Participated

TOP FACULTY
25+ True Industry Experts

SMALL CLASSES
5 TO 25 Participants

TRUSTED Since our foundation in 2005, 6,500+ Executives Trained

CROSS-INDUSTRY
In 2020, executives from 184 Companies Participated

TOP QUALITY
In 2020, our audience gave an 8,7/10 Recommendation Score

“The Centre for Executive Leadership for the Pharmaceutical Industry”

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).
ONLINE SELF-STUDY PROGRAMME:
Basics of Health Economics
Understand a brand’s cost-effectiveness, what payers expect, and the need for evidence generation along the product lifecycle

Learn
• The full meaning of QALYs and ICERs, two key measures in cost-effectiveness studies, and how to calculate them.
• The challenges with the QALY, especially in particular diseases, and how these can be addressed.
• How payers in different countries apply ICER thresholds that are used to select candidates for reimbursement.
• The logic and maths of commonly used models that health economists use to simulate treatment outcomes and to predict and compare the cost-effectiveness of different treatments.
• The basic principles of a budget impact analysis, which also considers the perspective of the payer’s budget and the choices that have to be made across patient populations.
• How health economic insights can add tremendous value to pharma/medtech products throughout their entire lifecycle, from early clinical development up to post-launch.

The Expert
Lieven Annemans

Prof. Dr. Lieven Annemans has participated in more than 400 health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas. He has also been involved as an expert in a large number of Health Technology Assessments (HTAs) and is actively involved in HTA on a European level.

A unique profile: academic professor, past-president of ISPOR, advisor to policy makers, trainer and consultant.

Highly respected for his vast international and cross-therapeutic experience, Lieven is a much sought-after advisor and educator to health policy makers and the innovative healthcare industry.

Author of Health economics for non-economists (Pelckmans Pro, 2018).

Dates
18 Jan - 17 Feb 2022 (+/- 9.5h) 31 May - 30 Jun 2022 (+/- 9.5h)
8 Mar - 7 Apr 2022 (+/- 9.5h)
Visit www.celforpharma.com for updates and more course dates.

Additional Benefits
• The supporting training materials (i.e. workbook, exercises, slide printouts and additional readings) will optimise learning retention.
• Track your progress from the pre-course motivational self-assessment exercise, through the exercises in the modules to the final test and benchmark your results with the industry average during the Kick-off and Closing Webinar.

What Participants Say About This Course

I joined this course with very little previous exposure to Health Economics concepts. This course was extremely beneficial and gave me in just a couple of weeks a good understanding of the basic concepts, tools and methods and how & when they should be applied. The tests that follow each of the 5 modules gave me the opportunity to understand what my knowledge gaps were and to solidify my notions. I highly recommend this course to every newcomer into access.”

Takeda
Olivia Duta
Global Pricing Lead GI
Switzerland (February 2021)

This was one of the best online courses I had so far. Very structured approach to teaching, excellent speaker and useful exercises. I really enjoyed all the modules and fully recommend to any of my Medtech colleagues.”

Medtronic
Danko Tomasic
Sr. Manager Marketing Services
EMEA
Switzerland (March 2021)

Prof. Dr. Lieven Annemans opened the door to Health Economics by addressing complex issues in a very practical and enthusiastic way. On my side, the seed is planted and growing, there is no turning back. Thank you!”

Daiichi Sankyo
Vitória Gemas, PhD
Medical Advisor
Cardiovascular
Portugal (January 2021)
Understanding Pharma Market Access & Payers in Europe

Learn

- What market access means to the pharmaceutical industry and how to differentiate the different categories of payers.
- The patterns of healthcare and pricing & reimbursement systems and the different payer archetypes across Europe.
- Understand payers in Europe: Their drivers, their perspectives and decision-making processes.
- The market access plan and process, from before phase II up to launch, including strategies and tactics.
- Different types of Managed Entry Agreements that are used by payers and pharma to mitigate risk.
- How internal stakeholders (e.g. Medical Affairs, Clinical, Marketing, Health Outcomes...) should contribute for optimal results.

The Expert

Nick Proctor

Senior consultant to the pharmaceutical industry for over 20 years, most recently as a Director with Access Infinity. Over the past 15 years, he has led pricing, reimbursement and access projects for the majority of the world’s top pharmaceutical brands and manufacturers.

Dr. Nick Proctor has a strong background in pricing, evidence synthesis, health economics and outcomes research, as well as experience of working with payers in all major developed and emerging international health markets.

Dates

- 14 December 2021 (live online)
- 17 March 2022 (live online)
- 29 June 2022 (face-to-face)
- 6 October 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- Receive clear schematic overviews of the market access systems in Europe’s major markets as a resource to reference in your daily work.
- Dr. Nick Proctor is available for Q&A during breaks and after the course so you can discuss challenges you are facing and get advice from a sought-after market access expert.

What Participants Say About This Course

- Nick was a very considerate trainer, who took a complex multi-dimensional topic to a simple level, which was straightforward to understand. It helped establish a base line level of understanding of the key concepts in Market Access and Payer negotiations across Europe. Thank you.”
  
  BMS
  Emma Bowden
  Head of Corporate Affairs, EU Cluster
  United Kingdom (March 2021)

- For those who wish to be initiated to Market Access, I highly recommend this course. It is clear, well delivered, allows great interaction and is well organised.”

  argenx
  Adeline Boucher
  Head of EU Regulatory
  Belgium (June 2021)

- Having transitioned from an affiliate to a global role, this was the type of EU5 country-comparisons and discussions I was looking for. The content and the moderation enables detection of patterns regarding key new developments between countries. One of my favourite aspects was the interactive group discussions, polls and quizzes. A good group and enjoyable course. Thank you.”

  Ferring
  Sebastian Vosgerau
  Associate Dir. Global Market Access & Strategic Pricing
  Germany (June 2021)

Questions?

Annelies Swaan
+32 2 709 01 42
aswaan@celforpharma.com
Value Pricing for Optimising Market Access

The Essentials

Learn

- The concepts and language of pharma pricing and Market Access that confuse many executives.
- A helicopter view of pricing and Market Access systems in some of the largest pharma markets.
- Why setting prices and defending prices with health economics are not the same.
- How payers respond to your product’s profile: Measuring the strength of clinical profiles.
- Evidence-based techniques for getting the most accurate feedback when conducting payer research.
- How to analyse past payer behaviour to predict future pricing behaviour.
- The international pricing system: Correctly predict its impact on your prices around the globe.
- How to implement a pricing and Market Access strategy and what to do when you run into trouble.

The Expert

Gary Johnson

Learn

- Founder & CEO of Inpharmation, Europe’s most respected pharma forecasting & pricing specialist consultancy.
- Gary Johnson has been involved in the pricing and/or forecasting of around half of the new molecular entity launches over the past 5 years.
- Author of Sales Forecasting for Pharmaceuticals: An Evidence Based Approach.

Dates

16-17 December 2021 (live online)
14-15 June 2022 (live online)
4-5 October 2022 (face-to-face)
6-7 December 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- You will leave with a collection of techniques and principles that you can implement immediately.

What Participants Say About This Course

Gary Johnson is a very experienced expert with the highest level of educational and presenting skills. The course content was great and truly met my expectations. I would absolutely recommend this course to others to attend, thanks!”

Stephan Brehin, PharmD
Associate Director, CDMO Manager
Switzerland (March 2021)

Great introduction to pharmaceutical pricing concepts. A required learning for HEOR professionals.”

EMD Serono
Vivek Pawar
Executive Director,
Global Evidence & Value Development
United States (June 2021)

Gary gave clear and simple explanations of all topics and really brought the theory to life with his own experiences and anecdotes. I appreciated and enjoyed the interactive nature of the course within our small group. Perfect presenting from Gary and perfect service from the CELforPharma coordinator. Many thanks to you both!”

Boehringer Ingelheim
Pearl Gumbs
HEOR & Value Lead for CKD Pipeline
Germany (June 2021)

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).
Health Economics for Non-Health-Economists

Learn

- The full meaning of QALYs and ICERs, and how to calculate them.
- Commonly used health economic modelling techniques.
- Key principles of cost analysis and budget impact analysis.
- The 10 guidelines for conducting and reporting health economic evaluations.
- How to assess peer reviewed health economic articles.
- How health economic evaluations are integrated in clinical trial programmes.
- The use of health economic evaluations in pricing & reimbursement decision making.
- The importance of health economic evaluations along the innovation life cycle.

The Expert

Prof. Dr. Lieven Annemans has participated in more than 400 health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas. He has also been involved as an expert in a large number of Health Technology Assessments (HTAs) and is actively involved in HTA on a European level.

A unique profile: academic professor, past-president of ISPOR, advisor to policy makers, trainer and consultant.

Highly respected for his vast international and cross-therapeutic experience, Lieven is a much sought-after advisor and educator to health policy makers and the innovative healthcare industry.

Author of *Health economics for non-economists* (Pelckmans Pro, 2018).

Dates

- 9-10 December 2021 (face-to-face)
- 21-22 June 2022 (face-to-face)
- 27-28 September 2022 (face-to-face)
- 15-16 December 2022 (face-to-face)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- Participating in the 2-day face-to-face course with Prof. Dr. Lieven Annemans gives you the opportunity to discuss your own projects/issues with him during the breaks.
- The face-to-face classroom training enforces learning from your industry peers: The exchange of experiences and ideas, as well as the discussions about issues you face in your function, are very intense. The Q&A sessions are very rich and you will have many opportunities for conversations with your peers outside the formal programme.

What Participants Say About This Course

"I highly enjoyed the course. In only 2 days you get a great overview of HE and a couple of very pragmatic tools for how to think about issues in the field, as a layman. The theory becomes very tangible and applicable in everyday life."

_Pfizer_
Claire-Marie Rothlübbers
Sr Manager Market Access
Switzerland (March 2021)

"A very complete, very insightful course that is useful to apply in a company setting. For me the online experience was excellent, no improvements needed. Thanks a lot to Lieven and to CELforPharma!"

_Roche_
Christel Van-Weert
Head of Reputation Management
Belgium (June 2021)

"A very clear & concise course that was perfectly fitted to my level of understanding. Not too simple, not too advanced, with a nice balance of lectures and exercises. There was some really fun and constructive interaction within the group and it was interesting to hear from other countries’ perspectives during group discussions. Many thanks to all involved!"

_Sanofi_
Erland Marstein
Franchise Lead Immunology Norway
Norway (June 2021)

Questions?

Annelies Swaan
+32 2 709 01 42
aswaan@celforpharma.com

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).
The Health Technology Assessment Course
*Fundamentals, Trends & Opportunities*

### Learn
- The meaning of HTA and the key decision-making processes of HTA in Europe.
- The health economic principles used in HTAs and the interpretation by HTA bodies.
- How to deal with the many possible criteria for assessment and their relative weights.
- How to prepare all departments within a company for the different HTA processes.
- Pros & cons of a possible joint clinical assessment in Europe.
- The solutions to the most common problems and mistakes when optimising the quality of the evidence.

### The Expert

**Lieven Annemans**
- Prof. Dr. Lieven Annemans has participated in more than 400 health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas. He has also been involved as an expert in a large number of HTAs and is actively involved in HTA on a European level.
- A unique profile: academic professor, past-president of ISPOR, advisor to policy makers, trainer and consultant.
- Highly respected for his vast international and cross-therapeutic experience, Lieven is a much sought-after advisor and educator to health policy makers and the innovative healthcare industry.
- Author of *Health economics for non-economists* (Pelckmans Pro, 2018).

### Dates
- **16 June 2022 (live online)**
- **17 November 2022 (live online)**

### Additional Benefits
- Learn from Europe’s most entertaining health economics and HTA expert.
- Exchange experiences and discuss issues with your peers from other companies, functions, therapy areas and countries.

### What Participants Say About This Course

**Novartis**
Marisel Salzger
Global Market Access Director
Switzerland (November 2020)

- This course is a fantastic introduction for people who are new in their role. Even for someone who is more experienced, this is a good opportunity to hear what we talk about on a daily basis articulated by an external perspective. Lieven is such a great speaker! The day flew by to the point where I wished we had a second day. His personality and deep knowledge really came through. The online format worked smoothly.”

**AstraZeneca**
Gulsen Cetin Cakir
Market Access Manager
Turkey (November 2020)

- The course content and the trainer are excellent! The interaction with the participants was nice, even on a digital platform. Thanks for all your efforts and for the great organisation.”

**AstraZeneca**
Ece Nalcakan
Market Access Manager
Turkey (November 2020)

- I’d definitely recommend this course to my colleagues. The content is very valuable and understandable. The exercises are also really good, and it’s very well organised. This training is one of the best online trainings I’ve attended in this COVID-19 period.”

Questions?

Annelies Swaan
+32 2 709 01 42
aswaan@celforpharma.com

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).
Generating RWE for Optimising Market Access

The Fundamentals

Learn

- The fundamental concepts and principles for utilising Real World Evidence (RWE) towards optimising Market Access.
- The value RWE adds over RCTs over a product’s entire lifecycle.
- The terminology used within the world of RWE, such as the exact difference between Real World Evidence and Real World Data (RWD).
- Why RWE is important to regulators, payers, physicians and pharma and how to tailor the evidence to their specific needs.
- The common sources of data available for RWE and how to assess the robustness of the data.
- The critical success factors when developing a RWE study.
- How to effectively incorporate RWE into product launch decisions.

The Experts

Paul Craddy & Graham Foxon

Founders of Remap Consulting, a specialist pharmaceutical pricing and market access consultancy.

Dr. Paul Craddy’s expertise in RWE has been gained from many years working in global and European pricing and market access positions in Takeda/Nycomed and IMS/Cambridge Pharma.

Dr. Graham Foxon’s expertise is in developing global launch pricing strategies and producing HTA submissions to address payers’ requirements using RWE. His experience includes both consultancy at IMS and Adelphi Values, as well as positions in GSK, Ferring and a start-up biotech.

Dates

17 June 2022 (live online)
17 November 2022 (face-to-face)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- To reinforce peer learning, the experts will use a small pre-course questionnaire (by email) and polling during the day to actively engage the whole audience throughout the course.
- Real-life case studies will be used to illustrate the theory and/or to facilitate interactive exercises.

What Participants Say About This Course

Interactive and informative course on RWE. I would recommend it to anyone hoping to gain more insight into the world of RWE!”

GW Pharmaceuticals
Ann Watkins
Medical Affairs Senior Manager
United Kingdom (June 2021)

Very valuable course for RWE beginners or executives with some basic knowledge.”

LEO Pharma
Tariq Rehman
Global Senior Manager Market Access and Pricing
United Kingdom (June 2021)

This is a course I would definitely recommend and is perfect for anyone who wants to find tools to support RWE planning and how to present its importance to Leadership Team. The experts shared great examples throughout the day and showed they are clearly experts on the topics presented. I found the interaction with the other participants really useful during discussions and the exercise as we got to learn from each other as well as the experts. Nice job by CELforPharma in preparing and supporting the course, well done!”

Gilead Sciences
Ross Hamilton-Shaw
Medical Scientist
United Kingdom (June 2021)
Medical Affairs for Modern Pharma

New Challenges & Competencies

Learn

- Medical Affairs’ co-leadership role in cross-functional pharma organisations.
- How to create, measure and demonstrate VALUE in the Medical Affairs (MA) function.
- How medical insights contribute to brand development strategy and a brand’s success in the market.
- How to design a Strategic MA Plan that aligns with a company’s strategic goals.
- Tips and tricks for Medical Affairs tactics to communicate and engage with physicians, patients and payers.
- What MA needs to know about pharmaco-economics and Market Access.
- Strategic thinking and leadership skills in the MA function.

The Expert

Chris Toller

- Leading international consultant in pharmaceutical Medical Affairs who has worked with MA teams across the globe.
- Chris Toller’s 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.
- Devised MA strategies and implemented programmes to support more than 50 medical brands on behalf of the world’s leading pharma companies.

Dates

7-8 December 2021 (live online)  
17-18 March 2022 (live online)  
30 Jun - 1 Jul 2022 (face-to-face)  
13-14 October 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- This course is a unique opportunity for Medical Affairs executives from different companies to discuss the issues and challenges they face within their own companies.
- The exercises in this course can easily be replicated in your own company with your own team(s).

What Participants Say About This Course

I think this was a very comprehensive course that captured all the relevant topics of MA. Chris was a very good presenter and gave a lot of hands-on tools to take home and implement into your own job role. The exercises were very good and educational. Overall, a very useful course that was nicely organised by CELforPharma. Thanks!*

Galderma
Torun Bromée
Medical Franchise Lead, HA Fillers
Sweden (March 2021)

An intense but hugely valuable two days of learning covering a diverse range of topics, all of which are key to the success of Medical Affairs in the future.*

Novo Nordisk
Katherine Byrne
Sr Director Real World Evidence
Switzerland (June 2021)

A great course which highlights the most relevant aspects of Medical Affairs. Chris is an excellent speaker who gives you practical recommendations to implement in your daily activities.*

Janssen
Sophie Vandervennet
Medical Advisor – Cell and Gene Therapy
Belgium (June 2021)
The Strategic e-Medical Affairs Course

Learn

- The landscape, opportunities and trends of digital communications in Medical Affairs’ ecosystem.
- To understand, conceptually, how digital communication technologies work.
- How to assess and compare the impact of the different communication channels on physicians and patients.
- How to design a multi-channel innovation strategy for Medical Affairs (MA) in 6 steps.
- Best practices, cases studies, dos & don'ts of Med Ed, social media, mobile applications, etc.
- How to integrate digital initiatives in the MA mix while respecting legal and regulatory guidelines.
- Which KPIs to use to assess the success of your multi-channel MA activities.

The Expert

Ben Harbour

Managing Director UK with Across Health, Europe’s leading consultancy specialised in omnichannel customer engagement strategies for life science organisations.

Ben Harbour is a Strategic Advisor to pharma, biotech and medical device companies on multi-channel communication programmes at the corporate, regional and brand level.

He has extensive international experience spanning the clinical, medical and commercial phases of product development across a wide range of therapeutic indications.

Dates

31 Mar - 1 Apr 2022 (live online) 
29-30 September 2022 (face-to-face) 
1-2 December 2022 (face-to-face)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- Receive Across Health's book Delighting Pharma Customers in the Omnichannel Age.
- Benchmark your digital activities against other companies and learn from other MA executives how to overcome some of the challenges you are facing.

What Participants Say About This Course

Loved how the presenter managed to keep a really good energy throughout the two-day training course. Professional team and good course with easy to implement learnings!

Takeda

Ellen Kampert
Medical Scientific Liaison Gastroenterology
The Netherlands (March 2021)

Very up-to-date and of high impact course with useful insights that can be easily implemented into my daily job role. I had a really positive online experience with this training and found that the expert showed great presenting skills, which helped to create an interesting and engaging 2 days. Well done to Ben and to CELforPharma!

Bayer Vital

Barbara Stollfuss
Head Medical Affairs Digital Strategy & Transformation
Germany (March 2021)

I found the course very well structured and engaging. The expert gave concrete tools and examples for each topic and it was valuable to learn from other companies’ practices within the group. Overall the course had great content, great speakers and great organisation and facilitating services from CELforPharma. Thanks a lot for the very nice training. It was a refreshing and inspiring experience!

Incyte Biosciences International

Dung Vu
Global Medical Communications Senior Director
Switzerland (March 2021)
Business Acumen for MSLs

Learn

- To understand the full impact of the MSL role on the success of a pharmaceutical company.
- How you, as an MSL, add the greatest value and how to prioritise activities towards maximising this value.
- The structure and purpose of a Medical Plan, and how you can contribute to it.
- How to perform a SWOT and Confrontation Matrix such that the outcome determines the Critical Success Factors of your tactical plan.
- How to identify and map KOLs, how to structure your KOL plan and determine the optimal tactical mix, and how to build relationships based on mutual benefits.
- How to optimally plan and implement tactics: Advisory Boards, scientific interchange, CME, etc.
- How to optimally contribute to team performance and how to align your activities cross-functionally.

The Expert

Maaike Addicks

The Expert

- Physician with over 15 years of experience in Medical Affairs in mid-size and big pharma, in both headquarters and national affiliates, across a wide spectrum of therapeutic areas.
- Maaaike Addicks, MD, has 10 years of experience in managing Medical Managers, Medical Advisors and MSLs, with both hands-on and strategic experience in Medical Affairs.
- Experienced in Medical Affairs Development, as well as Change Management in different companies.
- Led the development of the Medical Affairs Competency Matrix for the Dutch Association of Pharmaceutical Medicine

Dates

29-30 March 2022 (live online) 22-23 September 2022 (live online)
28-29 June 2022 (face-to-face) 7-8 December 2022 (live online)

Additional Benefits

- Share best practices and discuss issues with MSLs from other companies.
- Discussions will help you to formulate and to better communicate the added value and the role of the MSL in your individual situation.
- Put the learnings into practice immediately through handy checklists and decision-support tools (e.g. Confrontation Matrix, Advisory Board Checklist, Medical Plan PowerPoint template, KOL planning Excel template).

What Participants Say About This Course

As a recent graduate and new MSL, this training was an absolute must. The chosen topics were very relevant to my daily practice. The personal experiences and examples, but also the offered templates and other learning materials were very useful tools to get started. After this training, I feel much more confident to improve and expand my MSL activities myself and I am very motivated to work with the acquired knowledge and insights.”

AREGA Pharma
Ine Peetroons
Medical Advisor
Belgium (June 2021)

The course gives a very good overview of the activities of an MSL and their impact on the company and physicians. It is especially suitable for MSLs with little experience.”

Novartis
Manuela Felder, MSc
MSL
Switzerland (June 2021)

This course was a good chance to get a clear overview on all aspects of being an MSL and how to improve your daily work and increase success. The discussions within the group were great and very helpful. Maaaike did a wonderful job at presenting the course and the CELforPharma coordinator did an excellent job at supporting Maaaike and the group, thanks to you both!”

Sanofi Pasteur
Stefanie Lang
Medical Scientific Liaison Vaccines
Germany (June 2021)
Understanding Patient Behaviour & Developing Personalised Solutions

Learn

- The drivers of patient health behaviours (e.g. non-adherence to medication).
- How to identify and interpret specific individual drivers of health behaviours.
- A framework to design or enhance personalised solutions that address these drivers.
- Identify strategic behavioural change opportunities that contribute to commercial brand outcomes and optimise healthcare resource utilisation.
- Different approaches to personalisation and segmentation, to help address patient beliefs and other self-management barriers.
- Best practices drawn from real-world case-studies of successful personalised solutions.
- Different measurements and Key Performance Indicators to ensure your personalised solution is achieving its objectives.

Prof. John Weinman is a prominent expert in the field of patient health behaviours and is Head of Health Psychology (Europe) for Atlantis Healthcare, global leaders in patient behaviour change & adherence solutions.

Natalie Newell is a Global Patient Strategy Director for Atlantis Healthcare with expertise in designing, developing and implementing global patient awareness and activation strategies, global and local patient support programs, as well as payer and market access strategies.

The Experts

John Weinman & Natalie Newell

Dates

- 11 May 2022 (live online)
- 6 December 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- You will have the unique opportunity to interact with Prof. John Weinman, one of the world’s leading experts on improving patient adherence.
- 2 real-world case studies of personalised solutions will be discussed and additional case studies will be sent as follow-on material.

What Participants Say About This Course

"The content was excellently presented and questions were answered very competently. There was a very good interaction during the presentation and support during group exercises."

Novartis
Ilka Hammer
RWE Champion
Germany (March 2021)

"I think for someone working with premium priced originator products or devices, this is super relevant. The COM-B model is very interesting and I really liked the discussion of PAM. CELforPharma gave good clear guidance and all systems worked well. Great job!"

Biogen
Kim Hansen
Global Brand Lead
Switzerland (March 2021)

"I really enjoyed the theory, the group discussion and practical examples given throughout the day. I came away from the course with a better understanding of what drives patient behaviour, what they value and how they see their disease and themselves. The experts were very skilled and had a great presenting style. Well done!"

Amgen
Emma Booth
Director Medical Capabilities
Switzerland (March 2021)
Strategy & Planning for Commercial Launch Success in Pharma

A Cross-functional Approach

Learn
- A comprehensive overview of the launch process, from discovery/development up to maturity.
- The 4 launch types, and how to select the right launch strategy based on your brand's profile.
- A structured roadmap with detailed steps to plan your full cross-functional launch process.
- The market and customer insights that are crucial for defining the launch strategy and plan.
- How to use the patient journey and leverage points to define and prioritise customer segments.
- How to design an omni-channel launch strategy to engage with the right key stakeholders.
- How to organise internally in order to be optimally prepared for launch.
- Best practices drawn from real-world examples of successful and failed launches.

The Expert
Kurt Arco

Launch excellence expert from Trilations, a strategic marketing consultancy that has been involved in major drug launches in over 40 countries and over 15 therapy areas.

Formerly with MSD (Merck & Co), where he led several major brand launches, Kurt Arco has 20 years of international launch experience within big and small pharma/biotech companies.

Dates

16-17 December 2021 (live online)  11-12 October 2022 (face-to-face)
23-24 June 2022 (live online)     13-14 December 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits
- You will be able to put theory into practice during group work on real-world case studies.
- You will receive handy take-home templates and models.
- Cross-check your approach and experiences during cross-functional discussions with industry peers.

What Participants Say About This Course

The expert course leaders were highly informative and clearly had both experience and relevant examples to add to the course content, which brought the theory to life and made the course highly engaging and enjoyable to attend. There were many aspects I valued from this course, including Understanding the 4 Launch types & how they shape strategy, Segmentation, targeting & profiling and also Developing a Launch Roadmap & Critical Success Factors. Great course and great course leaders, thank you!"

Kyowa Kirin
Sue Kemp
Commercial Manager
United Kingdom (February 2021)

Very practical course with good content that set clear objectives and KPI’s that I can put into action in my company. The speakers showed great expertise and presentation skills throughout. I feel I now have a better understanding of how to think critically when reviewing data and insights during a launch process and enjoyed learning about how to set up a launch team and the pitfalls that can occur along the way. Thank you for putting together a great course!"

Norgine
Stephen van Vucht
Sales & Marketing Manager
The Netherlands (February 2021)

Questions?
Annelies Swaan
+32 2 709 01 42
aswaan@celforpharma.com

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).
Key Account Management Excellence in Pharma
Driving Value in Your Key Accounts Through Triple-Win Strategies

Learn
- How to develop patient-centric strategies that drive value for both your account, your company and patients.
- Approaches to uncover the unmet needs of your Key Accounts.
- Analytical tools for discovering new growth opportunities within your Key Accounts.
- How to prioritise triple-win opportunities for optimal value creation.
- Best practices for setting Account Plan KPIs and for measuring Key Account success organisationally.

The Experts
David Wright & Pijush Bose
David Wright has advised many top pharma companies on Strategic Account Management projects, is author of an influential report on pharma KAM and has presented/chaired at many international events focused on KAM in pharma.

Prior to consultancy, Pijush Bose gained 18+ years of experience in leading global and regional programs in Strategic Account Management and various associated Field Force effectiveness capabilities for Abbott and Abbvie.

They are respectively the Founder and the Principal Consultant of Imonic, a consultancy specialised in strategic account management in pharma.

Dates
2-3 December 2021 (live online)
Visit www.celforpharma.com for updates and more course dates.

Additional Benefits
- The highly interactive format of this course facilitates optimal peer learning.
- You will gain practice with proven tools and techniques during group exercises.

What Participants Say About This Course

A great course delivered by informed and pleasant people. This will help us drive positive change in our company and set the standard for partnership in healthcare.”
Medtronic
Craig Ferrante
Payer & Purchaser Marketing Manager
Switzerland (November 2020)

A very good course with a deep view of KAM.”
Alexion
Mohamed Yousef
Director Metabolic & Key Account Management
Germany (November 2020)

It is a high level course for creative people who would like to develop their account management. It was a very big pleasure to learn the newest ideas in these topics from clever and motivated specialists.”
Chiesi
Yordan Radev
Senior Marketing Expert/Key Account Manager
Bulgaria (November 2020)

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).
The Pharma Brand Planning Course

Designing a Customer-centric and Agile Mix of Tactics, Across Functions

Learn

- A cross-functional process for planning tactics that will strategically boost the success of your brands.
- Analytical tools to discover key leverage points from patient-centric and stakeholder insights.
- “Where to play?” - What segmentation criteria are useful, and how to prioritise opportunities for your brand.
- “How to win?” - How to develop a brand positioning statement and a value proposition.
- What is a good SWOT and how to correctly extract Critical Success Factors such that a brand’s strategy successfully translates into customer-centric tactics.
- How to design effective, efficient and agile tactics for Red Ocean (highly competitive) markets.
- How to create a Blue Ocean (highly innovative) market environment where competition is irrelevant.
- Best practices drawn from pharma and other industry sectors.

The Expert

Edouard Demeire

- Visiting Professor at CEDEP (INSEAD) and author of KICCSS PHARMA – Keep it Customer Centric, Agile & Strategically Simple In Pharma & Diagnostic Management (2020)
- Edouard Demeire contributed to the design of Roche’s and Novartis’ brand planning processes and runs Roche’s courses for marketing and non-marketing audiences worldwide.
- He developed business simulations and decision support tools for the health care industry and trained tens of thousands of executives worldwide on pharma marketing strategy since 1990.

Additional Benefits

- You will be equipped with a set of practical tools and checklists for developing and/or improving cross-functional pharma brand plans.
- You will develop fit-for-purpose planning skills and learn from your peers during group work on the Betaprolol case, developed by Edouard Demeire.

Dates

12-13 May 2022 (live online)
13-14 October 2022 (face-to-face)
24-25 November 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

What Participants Say About This Course

- "This course is really interesting and very interactive. The examples and exercises at each stage of the course allow us a total immersion into the pharma market. At the end, it becomes automatic and it really enriches the approach of the marketing plan, which is sometimes too rigid. I look forward to applying these tools to my next marketing brand plan!"
  Recordati
  Bertille Cabet
  International Marketing Manager
  France (April 2021)

- "A great virtual session that got me thinking strategically and pushed some boundaries. Edouard is an expert in this space with so much knowledge to share."
  CREATION.co
  Lara Meyer
  Health Strategy Consultant
  United Kingdom (April 2021)

- "This was a really great course! The expert taught me so much in 2 days, including the importance of customer centricity and how brand plans should be agile, along with practical tips on how to write a brand plan. The organisation and service from the CELforPharma coordinator could not have been better and everything worked perfectly in the online format. Massive thanks to you both!"
  Astellas
  Regina Erl
  Brand Manager Uro-Oncology
  Germany (July 2021)
The Strategic Digital Pharma Marketing Course

Learn

- How to integrate digital into your overall pharma marketing, sales and medical education strategy.
- A step-wise process to define a multi-channel customer engagement strategy.
- The 6 multi-channel communication strategies to consider.
- The possibilities, impact and best practices of each digital communication channel.
- Know how to select the best-suited digital tactics and how to implement them.
- Know which KPIs to use to measure the ROI of your digital tactics.
- How to correctly use key measurement tools, such as the MCQ, the NPS, etc.
- Learn from real-life examples to avoid pitfalls and gain new ideas.

The Experts

Jan Keuppens & Vladimir Rogiers

Healthcare industry leaders in the multi-channel space with specific expertise in patient-centric strategies and campaign management.

Worked on many multi-channel projects for leading pharmaceutical and medtech companies in CNS, gastroenterology, neurology, fertility and oncology.

Senior Consultants with Across Health, Europe’s leading consultancy specialised in omnichannel customer engagement strategies for life science organisations.

Dates

14-15 December 2021 (live online) 14-15 June 2022 (face-to-face)
15-16 March 2022 (live online) 4-5 October 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- You will be able to put theory into practice during group work on the Elbonia case, developed by Across Health.
- Receive Across Health’s training book *Delighting Pharma Customers in the Omnichannel Age*.

What Participants Say About This Course

I decided to do this course as part of my personal development plan after working in marketing for 1 year. It gave insights and content which were up-to-date, addressing all the relevant strategic aspects for successful digital marketing initiatives. The course trainers had a lot of expertise and the preparation and availability of the CELforPharma contact was excellent. My special highlights were the breakout sessions in smaller groups which allowed for intense discussions and the opportunity to learn from other marketeers with a passion for what they do. A big thanks to you all! Janssen.”

Janssen

Dr. Edem Ama Kulikov
Product Manager
Germany (June 2021)

What a great training with great speakers! There was a good balance between theory, examples and getting to practice our learnings during exercises. Thanks so much to Jan and Vladimir for running such a nice course and thank you also to CELforPharma for their great help with the organisation and logistics.”

Servier

Shaïrah Hodara
Trainer, L&D Marketing & Market Access
France (June 2021)
Late Stage Pharma Lifecycle Management

Learn

- What happens to drugs approaching patent expiry, and the options for competing thereafter.
- Pros & cons of all LCM strategies: Product enhancement, pricing and contracting strategies, authorised and own generic strategies, Rx to OTC switching strategies...
- Creative solutions to prolong the competitiveness and profitability of your brands.
- The right timing and planning process for preparing a brand's loss of exclusivity.
- The roles of global/regional/local functions in successful LCM.
- How to prioritise and manage a portfolio of established brands.
- Lessons from successes and failures from real-world pharma cases.

Dr. Neal Hansen is Europe's most authoritative expert on lifecycle management strategies in the pharmaceutical industry.

Founder and CEO of Align Strategy, an independent international consulting business focused on advising and facilitating superior decision making in LCM and brand strategy.


The Expert

Neal Hansen

Dates

16-17 June 2022 *(face-to-face)*
15-16 November 2022 *(face-to-face)*

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- This course format stimulates intense interaction with your peers who deal with mature brands and loss of exclusivity issues.
- A unique opportunity to learn from and discuss your own case with pharma's leading LCM expert, which Neal truly is!

What Participants Say About This Course

**Sanquin**

Rosalie Sierhuis

Product Manager

The Netherlands (May 2021)

The content of this course is really informative and gave me a lot of insights. Neal is an absolute expert and very passionate in sharing his knowledge. Great balance between theory and real-life examples, helping you understand the content better.”

**Merck**

Karin Sundqvist

Commercial Director

Switzerland (May 2021)

Life cycle management should be a back bone in all pharma marketers' area of responsibility and Neal did a brilliant job in providing a very valuable course on this topic. I really liked his way of presenting and how he always made a link to different analogues. My online experience during this course was great. The timing was so well organised by Neal and CELforPharma, who always responded back to any emails or questions we had”

**Astellas**

Adam Bolitho

Brand Director, International Markets

Singapore (May 2021)

This course exceeded my expectations. It had relevant examples to my geography and highly knowledgeable subject matter from the expert with a no-nonsense approach. He went straight into the learning and had a well-structured program. The course content was fantastic! It was clear, was provided in advance and easy to learn from and refer back to. Thank you team, I really enjoyed this fantastic course!”

Questions?

Annelies Swaan

+32 2 709 01 42

aswaan@celforpharma.com

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The Pharma Forecasting Course

Learn

- The 6 proven principles for producing the most accurate forecasts.
- When and how to use epi-based vs. sales-based forecasts.
- How to build Market Access correctly into your forecasts.
- Market share forecasting, including the simple models that provide the best forecasts.
- Uptake models: Why products are taken up by the market at different speeds and how to model this.
- Extrapolation techniques: How to project a trend in the most accurate way.
- The sources of data and the advantages and disadvantages of different source types.
- How to deal with unique-to-pharma issues like lines of therapy, co-prescription, etc.

The Expert

Gary Johnson

- Founder & CEO of Inpharmation, Europe’s most respected pharma forecasting & pricing specialist consultancy.
- Gary Johnson has been involved in the pricing and/or forecasting of around half of the new molecular entity launches over the past 5 years.
- Author of Sales Forecasting for Pharmaceuticals: An Evidence Based Approach.

Dates

2-3 December 2021 (live online)  21-22 June 2022 (face-to-face)
31 Mar - 1 Apr 2022 (live online) 11-12 October 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- You will learn the dos & don’ts during practical exercises and discussions of real-life examples, as well as learn from industry peers that deal with pharma forecasts on a regular basis.
- Receive an Excel-based forecasting tool which integrates all the techniques taught during the workshop, as well as Gary’s book.

What Participants Say About This Course

Ferrer
David Ferrando Navarra
Corporate Director for Business Analysis & Customer Engagement
Spain (March 2021)

The course really reshaped the way I approach a forecasting challenge.”

AbbVie
Finance Manager Immunology
Belgium (April 2021)

This course was very practical and well oriented to the pharma industry. Gary gave an excellent explanation of the whole forecasting concept and I came away from the course with useful excel tools that I can use for my own applications as well as being able to challenge my own approach to my job role. Thank you very much to Gary and to CELforPharma!”

Angelini
Giorgia Continenza
Global Marketing New Business Analysis Manager
Italy (June 2021)

Great expert insights and very useful tools applicable to my daily activities to help overcome future challenges of forecasting!”
Stefan Fischer brings over 25 years hands-on global experience in M&A and in- & out-licensing in the pharmaceutical industry.

He is currently a Senior Consultant with ActeaVentures GmbH, a global business development firm specialized in all aspects of dealmaking and partnering in the life sciences industry.

Formerly, he was a Global Alliance Director at Roche up to 2001, where he closed 6 deals in 4 years, and subsequently served as CEO for several biotech companies (Capsant, Mutabilis, FABPharma).

The Pharma Business Development Course
An Overview Course

Learn

- Comprehensive overview of the business development process in the pharma-biotech world.
- Analytical toolkit to profile opportunities that will be successful for your company.
- Sources and search tips for finding suitable candidates.
- Overview of forecasting and valuation approaches, and typical issues in the process.
- The pros and cons of different deal structures: JVs, licensing, M&A, etc.
- Key success factors and tips for writing a good term sheet and leading the negotiations.
- How to manage the contract phase and to avoid the financial and legal pitfalls that can break a deal.

Dates

- 22-23 March 2022 (live online)
- 23-24 June 2022 (face-to-face)
- 27-28 September 2022 (live online)
- 29-30 November 2022 (face-to-face)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- Capitalise on the vast real-world experience of the expert.
- Network and share experiences with peers from both the pharma and biotech side.

What Participants Say About This Course

Ipsen
Jimmy Tran
Manufacturing Technology Transfer Manager
United States (March 2021)

Elanco Animal Health
Lothar Quast
Manager Business Development & Licensing Animal Health
Germany (March 2021)

medac
Christian Abraham
Global Portfolio & Alliance Manager
Germany (June 2021)

The perfect intro course for anyone who is interested in BD for pharma. The experts showed great knowledge throughout, allowed for good open discussions and gave valuable case studies to back up each topic. Overall, this course fulfilled my expectations really well, thanks to all!”

This course provides a good overview of all the main aspects of BD and would fit perfectly for someone who is new in a BD role or intends to develop in this area. The breakout sessions went very well and everything was very well organised. Many thanks!”

Great course that provides an overview of Pharma Business Development, led by experts in the field. Worth participating, even if one has some experience in business development, since every organisation has a different understanding of the function.”
The Pharmaceutical Out-licensing Course
For R&D-based Products

Learn
• The critical steps in the licensing process of a pharmaceutical compound in R&D.
• How to profile your product and prepare information to maximise attractiveness to 3rd parties.
• Key factors in the valuation of your product and how to set up a spreadsheet to optimise the commercial structure of the deal.
• How to target potential partners – and the best way to make successful contacts.
• What to include in term sheets, CDAs and MTAs – The issues to watch out for during negotiations.
• Understand the due diligence process and what will be expected from you.
• Expert advice on negotiation strategy and on managing a deal post-signature.

Formerly a pharma BusDev & Licensing executive, David Scott has worked as a Senior BD&L Consultant since 1996.

Concluded numerous inward and outward licensing agreements for clients covering small molecules, biologicals and delivery technologies.


The Expert
David Scott

Dates
9-10 December 2021 (live online)
10-11 May 2022 (live online)
4-5 October 2022 (face-to-face)
29-30 November 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits
• This is a very practical course, with plenty of directly applicable tools and information for your out-licensing activities: Checklists, clear instructions, action plan, a valuation tool, etc.
• Participants at this course are senior executives, including biotech CEOs planning to initiate out-licensing activities, adding an additional learning dimension.

What Participants Say About This Course

David was a very knowledgeable instructor, and did well covering a lot of ground in a short time.”

BenevolentAI
Billy West
Business Development Executive
United Kingdom (May 2021)

“It is really a good course to have an overall knowledge of how out-licensing works. I enjoyed learning not only from the expert, but also from the other participants in the group. Thank you David for the great course and thanks to CELforPharma for the excellent service and communication!”

Polfa Tarchomin
Marta Moszkowicz
Export Manager
Poland (May 2021)

Very well-structured course with many relevant examples. The expert, David Scott, is very knowledgeable and a great speaker.”

Sanquin
Vanessa Tarta
Business Development Manager
The Netherlands (May 2021)

Questions?
Annelies Swaan
+32 2 709 01 42
aswaan@celforpharma.com

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).
The Pharma Licensing Negotiation Course

Learn

- The skill set required to successfully negotiate licence deals in the pharma-biotech world, to persuade and build consensus.
- What you need to prepare and check before starting a negotiation.
- The methods for determining value and how to use a financial modeling spreadsheet to improve negotiation outcomes.
- Practise negotiating skills in 4 interactive role plays featuring typical Pharma/Biotech licensing situations.
- The differences between integrative and distributive negotiation strategies and tools to improve leverage.
- The various types of licence agreements used in pharma-biotech, and methods to determine royalty rates and value sharing.

The Expert

Roger Cox

Dr. Roger Cox has 30 years of licensing experience encompassing both big and small pharma/biotech companies.

Currently Regional Advisor for UK and Europe with Plexus Ventures, Roger was formerly Executive Director with J&J’s Global Pharma BD Group where he negotiated over 50 commercial licence agreements.

Dates

7-8 December 2021 (live online)  21-22 June 2022 (live online)
15-16 March 2022 (live online)  6-7 October 2022 (face-to-face)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- The role-plays include a variety of negotiation scenarios: Royalty negotiations, term sheet negotiations, etc.
- To ensure you optimally benefit from the role play sessions with executives from a variety of backgrounds, the audience size is limited to 8 max.

What Participants Say About This Course

The Pharma Licensing Negotiation Course is a very interesting 2-day training, run by a very knowledgeable expert. The role-plays give you a good idea of the real-life experience. It gave me confidence in negotiating future licensing deals.”

Norgine
Anais Lesimple
Business Development Manager
United Kingdom (February 2021)

"Very interactive and well organised course. I especially appreciated the small class size and the role playing. As a BD professional at a biotech company, this course has expanded my skill set and confidence for future drafting and negotiation of license proposals."

Salipro Biotech
Maria Lisa Knudsen
Business Development Director
Sweden (May 2021)

"I enjoyed this course very much, especially the practical parts and the topics on negotiation tools and creating leverage. Roger did a great job presenting the course and CELforPharma did a great job in supporting Roger and the group. Thanks a lot!"

Pharmstandard Ventures
Elena Starikova
Acting Head
Russian Federation (May 2021)
Pharma-Biotech Product & Company Valuation

An Introductory Course

Learn

- The main valuation approaches, tools & techniques currently used in the pharma-biotech world.
- Methodology for assessing the risk profile of a company prior to valuation.
- An overview of different valuation methods used for life science companies and products.
- How to calculate the value of a life sciences company with the Discounted Cash Flow method, comparables and exit valuation.
- How to calculate the value of a compound in development, using the most commonly used tool, i.e. the risk-adjusted Net Present Value (rNPV).
- How to structure the licensing deal between companies, covering issues such as milestone and royalty payments.

Dr. Patrik Frei is Founder & CEO of Venture Valuation, specialists in independent assessments and valuation of emerging high-growth companies in biotechnology and life sciences, and owner of Biotechgate, the global business development database for the life science industry.

Europe's top valuation expert of high-growth life science companies and author of Assessment and Valuation of High Growth Companies.

Patrik and his team carried out valuations for the Novartis Venture Fund.

Dates

19 May 2022 (face-to-face)
29 September 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- Gain practice in calculating the value of a phase II compound with an Excel-based valuation tool, which you can use when back in the office.
- The audience of this course is always an interesting mix of executives from pharma, biotech and related (e.g. tech transfer) companies.

What Participants Say About This Course

"This course was very comprehensive and Patrik Frei made some of the more complex notions very understandable, even for beginners in the field. I really enjoyed the case studies that allowed to apply the newly acquired notions in a practical way and helped a lot with understanding the more abstract ones. I came out with a better understanding and with practical tools that I can apply immediately in my every day work."

Immunic
Hames Mainka
Manager Business Development
Germany (March 2021)

"I thought it was a well-designed course that met the requirements for my role and anyone working in a Business Development department. My most valuable take-aways from the day were the topics on company valuation, the assessment of risk strategy and the interesting case studies we worked on during the breakout group work sessions. The expert was highly skilled in presenting and showed a high level of expertise on each topic. There was also great communication and follow-up with CELforPharma before, during and after the course which added to an excellent online course experience."

Paladin Labs
Martin Noel
Manager Business Development
Canada (March 2021)
Accounting Implications of Pharma Licensing Deals for BD&L Managers

Learn

- The types of financial statements and their components relevant for deal accounting.
- To understand the accounting terminology and implications of licensing contracts.
- How the classification of the IP transferred in a deal impacts on deal accounting.
- How to mitigate the risk of having income fluctuations in financial statements as a result of uncertainty around R&D deals.
- How to determine the accounting implications of in-licensing deals before deal signing.
- How to determine the accounting implications of out-licensing deals before deal signing.
- The accounting implications of equity transfers before deal signing.

The Expert

Michelle I Olufeso

- Formerly with Roche (2004-2016) as Head of Accounting and External Relations, Michelle I Olufeso managed the accounting for all R&D alliances within the Roche Group globally.
- Highly respected for her contribution to IFRS standard setting and EU adoption of the standards.

Dates

18 May 2022 (live online)
30 November 2022 (live online)

Visit www.celforpharma.com for updates and more course dates.

Additional Benefits

- You will be able to use decision trees that show in advance how any licensing deal will be accounted for.
- You will have the opportunity to ask questions to a finance expert about the deals you are working on.

What Participants Say About This Course

A very well-run, interactive course with just the right level of detail for Business Development people.”

Kyowa Kirin
Chloe Anderson
Global Alliance Officer
United Kingdom (June 2021)

“Everything for this course was great! I learned so much in 1 day, from calculating probabilities to differentiating accounts and payments. I now clearly know what to capitalise and what to expense thanks to the expert trainer Michelle. Not only did I learn a lot from the expert, but also from the other people attending the course during the group discussions. It was interesting to find out about others experiences. Thank you very much CELforPharma!”

Servier
Tatiana Kamel
Alliance Project Leader
Russian Federation (June 2021)

“The course improved my perspective from an accounting viewpoint for the next time I negotiate an agreement. I got to discuss my specific questions and examples with the expert, who was highly competent, and at the end of the day I had a much better understanding of the topic of accounting implications of licensing deals. Overall, a very good course that worked well in a virtual setting. Thanks!”

LEO Pharma
Tero Wennberg
Business Development Director
Denmark (June 2021)
Registration Form

Complete the below form and email to aswaan@celforpharma.com or fax to +32 2 721 13 82 or go to www.celforpharma.com and complete the online registration form.

Annelies Swaan
+32 2 709 01 42
aswaan@celforpharma.com

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.

Course(s)

1* Course Title _________________________________________________________________
   Course Date(s) _______________________________________________________________

2* Course Title _________________________________________________________________
   Course Date(s) _______________________________________________________________

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

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).
CELforPharma’s
3 Course Formats

1  FACE-TO-FACE ➔ OPEN ENROLMENT

• A unique opportunity for you to interact 1:1 with the expert(s).
• Plenty of opportunities for informal 1:1 and group conversations with your industry peers from other companies/functions/countries to exchange experiences and ideas, to discuss issues and to network.
• Away from your daily routine in the office, you will enjoy a more focused learning experience in a comfortable business hotel environment.
• Physical face-to-face courses allow for more depth during Q&As and group work.
• An experienced CELforPharma course coordinator is on-site to ensure flowless execution and to help with any practical problems.

2  LIVE ONLINE ➔ OPEN ENROLMENT

• The formal programme is as impactful as a face-to-face course thanks to the highly interactive features in Zoom, i.e. breakouts, polls, quizzes...
• Lots of interaction with your industry peers from other companies during the group work and other interactive sessions of the formal programme.
• No travel & accommodation
• You can participate from the comfort of your own office or home.
• Course materials will be sent by post so that you can take notes and fully engage with the course content.
• An experienced CELforPharma course coordinator will be present from start to end to coordinate the course and support you and the experts.

3  LIVE ONLINE ➔ IN-HOUSE

• For teams of 10 or more, a CELforPharma course can be slightly tailored for a single company and delivered in an online format so that team members from different locations can participate cost-effectively.
• A CELforPharma senior executive with deep knowledge of client needs, the content and dynamics of all courses and the expert faculty capabilities, will develop the most optimal training solution.
• A CELforPharma course coordinator with vast experience in online trainings will be present during the online sessions to coordinate the course and support both the client and the expert(s). This staff member will be the client’s dedicated central point of contact for all administrative questions and communications leading up to and after the course.
• An online evaluation form will be completed by the participants after the training, and the results will be processed and reported so that you can measure training impact.

For team training or in-house training, contact Inge Cornelis (inge.cornelis@celforpharma.com).
CELforPharma is the only international training institution where pharma, biotech & medtech executives can LEARN business-critical competencies for market-facing functions.

- **EXPERTISE-FOCUSED COURSES**
  - Market Leadership
  - Strategic Marketing
  - Medical Affairs
  - Market Access

- **FUNCTION OVERVIEW COURSES**
  - Strategic Marketing Competencies
  - Market Access Competencies
  - Medical Affairs Competencies
  - BusDev & Licensing Competencies

- **CROSS-FUNCTIONAL COURSES**
  - Marketing, Brand/Product Management, Multi-Channel Communication, Portfolio Management, Patient Support...
  - Pricing, Health Economics, Outcomes Research, Regulatory Affairs, Public Affairs, Market Access...
  - Medical Advisor, Medical Communications...
  - Business Development, In-Licensing, Out-Licensing...

- **BUSINESS DEVELOPMENT & LICENSING COMPETENCIES**
  - Marketing, Brand/Product Management, Multi-Channel Communication, Portfolio Management, Patient Support...

- **MARKET ACCESS COMPETENCIES**
  - Pricing, Health Economics, Outcomes Research, Regulatory Affairs, Public Affairs, Market Access...

- **MARKET LEADERSHIP**
  - Medical Advisor, Medical Communications...

- **BUSINESS DEVELOPMENT & LICENSING**
  - Marketing, Brand/Product Management, Multi-Channel Communication, Portfolio Management, Patient Support...

- **CELFORPHARMA**
  - NEVER STOP LEARNING