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LEARN from Pharma's
international top experts

Neal Hansen

Late Stage Pharma Lifecycle Management

LEARN from interacting
with your industry peers



I highly valued this course. By attending, you get an understanding of LCM from a wider perspective, examples from real life and thought-provoking content. Big thanks to Neal!"

GSK

Gorkem Guner

Life Cycle Management Director
United Kingdom



CENTRE FOR EXECUTIVE LEADERSHIP
FOR THE PHARMACEUTICAL INDUSTRY

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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 successful 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.



The Expert

Neal Hansen

- Dr. Neal Hansen is Europe's most authoritative expert on lifecycle management strategies in the pharmaceutical industry.
- Leading consultant for superior decision making in LCM and brand strategy.
- Co-author of *Pharmaceutical Lifecycle Management – Making the Most of Each and Every Brand* (Wiley & Sons, 2012).

Dates & Locations

15-16 May 2019, Brussels

28-29 November 2019, Zurich

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

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 face-to-face from and discuss your own case with pharma's leading LCM expert, which Neal truly is!

What Participants Say About This Course



I highly valued this course. By attending, you get an understanding of LCM from a wider perspective, examples from real life and thought-provoking content. Big thanks to Neal!"

GSK

Gorkem Guner

Life Cycle Management Director

United Kingdom (November 2018)



Good overall harmonised program! It was good to be a small group of participants!"

Orion

Piero Pollesello

Global Brand Manager

Finland (April 2018)



Neal has a wealth of knowledge which would be highly valuable to any LCM team - not only LLCM!"

Tillotts Pharma

Janine Murray-Stevens

International Brand Manager

Switzerland (April 2018)

Agenda

Day 1

MANAGING PATENT EXPIRY

10:00 Introduction & Scope of the Day

10:15 Understanding Product Maturity – What Happens at Patent Expiry?

- What defines product maturity?
- Market forces shaping the landscape for late stage LCM
- What happens at patent expiry – exploring the world
- Generic company strategies – what are their goals?
- Defining success in late stage LCM – what are our goals?

11:30 Coffee Break

11:45 Breakout Exercise – Predicting Life After Patent Expiry

- In groups, attendees will explore factors shaping the likely impact of patent expiry on a fictitious established product portfolio and they will outline a guidance on whether/how to compete
- Plenary discussion of group findings

12:30 Lunch

13:30 Preparing for Patent Expiry - Differentiating in an Undifferentiated World

- Drivers of differentiation in a mature world
- Clinical differentiation – what is still possible?
- The 6 core developmental LCM options at product maturity
- Key success factors for promoting established brands

14:45 Coffee Break

15:00 Breakout Exercise – Assessing Preparedness for Patent Expiry

- In groups, attendees will evaluate a hypothetical patent expiry preparedness plan and make suggestions for improvement
- Plenary discussion of group findings

15:45 Commercial Success – Where, When and How to Compete in a Generic World

- Understanding the drivers of competition in a generic world
- Where and when to compete
- Competing on price and contracting strategies
- Examples of different generic strategies
- Rx to OTC switching

17:00 Final Discussion & Closing of Day 1

Group Dinner

Day 2

ORGANISING FOR SUCCESS AND WINNING WITH ESTABLISHED BRANDS

09:00 Organising for Success – The Right Process, the Right People

- Organisational must haves – building success
- Structuring for success – lessons from the industry
- Planning for success – critical success factors of a good LCM plan
- From plan to action – realising success for your brands

10:30 Coffee Break

10:45 Beyond Patent Expiry – Managing a Portfolio of Established Brands

- Managing a mature brands portfolio – what to keep and what to drop?
- To withdraw or not – discontinue, divest or de-prioritise?
- Building a portfolio – expansion strategies to drive growth
- Developing a mature brand management strategy

11:45 Breakout Exercise – Managing a Portfolio of Established Brands

- In groups, attendees will assess a portfolio of established brands and outline a portfolio prioritisation
- Plenary discussion of group findings

12:30 Lunch

13:30 Global vs. Local Priorities in Established Brand Management

- Role of local and global teams in lifecycle management
- Key challenges and critical success factors for priority established brands
- Lessons that can be learned from industry examples

14:30 Coffee Break

14:45 The Future for Late Stage Lifecycle Management

- A picture of the world in 2025
- The role of established brands in 2025
- A vision of success and the pathway for pharma

15:30 Final discussion

16:00 Close

Registration Form

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



Questions?

Inge Cornelis
+32 2 709 01 43
inge@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 Credit Card (+3%)
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 C.E.L.*forpharma's* Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

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