



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

Late Stage Pharma Lifecycle Management



Prepare for patent expiry with a winning LCM plan for established brands – Know which drivers of differentiation can be used – Learn where, when and how to compete in a generic world using late stage LCM strategies & tactics – Learn how to make portfolio management decisions for mature brands.



Dr. Neal Hansen

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

By Attending This Course, You Will



- 1) Understand product maturity and be prepared for what happens at patent expiry.
- 2) Know which drivers of differentiation can be used in a seemingly undifferentiated world.
- 3) Learn where, when and how to compete in a generic world using pricing and contracting strategies, authorised and own generic strategies, Rx to OTC switching strategies, etc.
- 4) Learn how to select the best tactics for your brand(s).
- 5) Be able to take portfolio management decisions for established brands.
- 6) Know how to build winning organisations for late stage LCM.
- 7) Gain insights from real world LCM case studies and benefit from Neal's insightful recommendations based on his unique background as a senior consultant working on LCM solutions for many pharma companies.

Why You Should Attend

The Content: This is the only public course entirely focused on LCM in the later stages of a pharmaceutical's lifecycle. The content is based on the expertise Dr. Neal Hansen built through his numerous consulting assignments for pharma companies in the area of LCM, which culminated in a book he co-authored with Dr Tony Ellery (ex-Novartis): *Pharmaceutical Lifecycle Management - Making the Most of Each and Every Brand* published by Wiley and Sons in mid-2012. Neal enriches his course with insightful recommendations he has drawn from working on pharma LCM solutions, in a format that fosters interaction and learning.

The Expert: Not only is Dr. Neal Hansen highly knowledgeable about pharma LCM, he is also a talented speaker – very lively and passionate about this subject. He has worked globally with senior executives in the pharma industry across therapeutic areas and geographical markets.

The Late Stage Pharma Lifecycle Management course is the only available public training course delivered by Dr. Neal Hansen on the topic of lifecycle management.

Who Should Attend

Brand Managers and their managers, as well as managers in related planning and intelligence functions dealing with mature brands.

As this course is delivered by Neal Hansen, Founder & Managing Director of Align Strategy - an independent international consulting business focused on advising and facilitating superior decision making in lifecycle management and brand strategy, 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, tel +32 (0)2 709 01 42).

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

Agenda 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 2020
- The role of established brands in 2020
- A vision of success and the pathway for pharma

15:30 Final discussion

16:00 Close

Learning Methodology

Neal is not only an insightful and inspirational speaker but also actively engages delegates in interactive discussions.

His interactive lectures alternate with group work exercises during which delegates can reflect on the theory and practise decision support techniques.

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) for the most recent course dates and fees.
- 2.) Click "Register Here" & fill out the registration form with your personal and company (invoicing) details.

If applicable please add your company's VAT number. We will include this on your invoice, which is needed for your company to reclaim VAT.

- 3.) Choose a payment method.
 - a. If you select "Pay by credit card" we will email you a pro forma invoice and secure payment link.
 - b. If you select "Pay by bank transfer" we will email you a pro forma invoice for you to process through your company's payment system.

- 4.) Click [Confirm Registration >](#)

You will receive an automatic confirmation email shortly followed by a personal email with your pro forma invoice and further payment instructions.

Included in the Registration Fee

- Course Material (Digital & Print Versions)
- Coffee, Tea & Refreshments During the Course
- Lunch During the Course
- A Group Dinner on the First Day
- Certificate of Attendance Signed by the Expert

Does your team need training?



Contact Inge Cornelis:

email: inge.cornelis@celforpharma.com
call: +32 (0)2 709 01 43

Any other questions?



Contact Annelies Swaan:

email: annelies.swaan@celforpharma.com
call: +32 (0)2 709 01 42



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



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

Orion

Piero Pollesello, Global Brand Manager
Finland, April 2018



This condensed training provided the key industry-relevant information for established brands teams. Very useful for people managing pre-patent LOE products!

Shire

Gilles Bertrand, Global Commercial Lead
Switzerland, November 2017