



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

Medical Affairs for Modern Pharma

New Challenges & Competencies



Learn how medical affairs can enhance the commercial success of pharma brands with market insight generation, brand value definition, and HCP/patient engagement – Learn the critical success factors of a competitive medical affairs strategy and of an impactful tactical mix – Get familiar with the fundamentals of health economics and of leadership development.

Chris Toller



- Leading international consultant in pharmaceutical medical affairs who has worked with medical affairs teams in Europe, the USA as well as in emerging markets in Asia-Pacific and the Middle East.
- 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.
- Devised medical affairs strategies and implemented programmes to support more than 50 medical brands on behalf of the world's leading pharma companies.

By Attending This Course, You Will



- 1) Be able to manage medical affairs not only from a scientific perspective but also from the perspective of a brand's commercial success factors.
- 2) Learn how medical affairs can contribute to market understanding and to brand development strategy.
- 3) Be equipped with the insights and tools to develop a competitive medical affairs strategy and to decide on the optimal tactical mix.
- 4) Learn the pros and cons of commonly used medical affairs tactics.
- 5) Develop a medical affairs perspective on pharmacoeconomics and market access.
- 6) Benefit from Chris' wealth of experience in working with medical affairs departments across a wide spectrum of therapeutic and geographical markets.

Why You Should Attend

In the past, pharma companies were largely fuelled by their own R&D departments developing small-molecule solutions to large patient populations. In that era, sales and marketing took the lead and scientific concerns were very much secondary to promotion. Medical affairs departments were often a back-office service that made sure the marketing heroes did not let their exuberance for the brand take them too far.

The Content: Modern Pharma is now facing a new multi-stakeholder and digitalised environment governed by market access hurdles, where the word value influences everything we do. In this new environment, medical affairs departments play a critical role in paving the way for a brand's commercial success. Hence this course addresses the need for pharma companies to equip their medical affairs departments with new competencies.

The Expert: Chris Toller, a physician by education, 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 discovered what distinguishes a successful medical affairs executive from the average performer. Apart from being a creative strategic thinker, Chris is an excellent communicator and an inspirational presenter.

Medical Affairs for Modern Pharma is the only available public training course delivered by Chris Toller on this topic.

Who Should Attend

- As the impact of medical affairs activities on the commercial success of new pharmaceuticals has increased dramatically, all medical affairs executives will benefit from this course.
- This course is particularly suitable for medical affairs executives involved in preparing the market for a new pharmaceutical during the pre-launch phase, as well as new executives in medical affairs departments.
- Suppliers of professional services to the medical affairs departments in the healthcare industry who need to understand how their capabilities can better address the new challenges for pharmaceutical medical affairs.

Agenda Day 1 – Insight & Strategy

10:00 Welcome & Introduction

10:15 What is Medical Affairs and Why is it Such a Challenge?

10:45 The Evolving Role of Medical Affairs in Modern Pharma

- The changing pharma landscape
- Implications for medical affairs: more science – more stakeholders – more data sources – more scrutiny – more demands

11:15 Coffee Break

11:30 Group Exercise 1 – Defining the Medical Affairs Role

- Identify principal tasks, functions and services performed by medical affairs
- Build a matrix of key strategic objectives

12:15 How can Medical Insight Inform Market Understanding?

- The importance of getting it right
- What can medical insights tell us about therapy areas, competitors, customers and brands?
- Patient Journey and Patient Flow modelling: critical for brand success
- The possibilities and potential risk of big data in pharma
- Potential value of Real World Evidence in pharma
- Medical Affairs' contribution to clinical development

13:15 Lunch

14:15 How Medical Insight Contributes to Brand Development Strategy

- Pharma branding: how to transform a chemical compound into a recognizable package of brand values
- Where do you want to play?
- How to make a good SWOT analysis of your brand
- Vision-Goals-Objectives-Strategies-Tactics

15:15 Coffee Break

15:30 Defining Medical Affairs Strategy

- Effective Medical Affairs is a culture – and it starts in your office!
- Understand your resources and assemble your forces
- Defining objectives and setting priorities

16:00 Group Exercise 2 – Medical Affairs Insights & Brand Strategy

- *Each group will be provided with clinical and market data related to a pre-launch biotech product. On that basis, the groups will need to prepare key points of a medical affairs strategy, which they must present and defend*
- *Group presentations and discussion*

17:30 Close

Group Dinner

Agenda Day 2 – Planning & Implementation

09:00 Background to Medical Communications

- The fundamental principle underpinning customer behavioural change
- How to effectively communicate the science of your brand
- Guiding HCPs along the brand adoption pathway

10:00 Physician and HCP Engagement (1)

- Defining a communications plan and selecting channels
- How to use HCP segmentation to allocate resources for higher impact

10:30 Coffee Break

10:45 Physician and HCP Engagement (2)

- The various tactics for HCP engagement: Tips & tricks
- The power of digital and multichannel communication

11:30 What Medical Affairs Needs to Know about Pharmaco-economics for Market Access

- Why pharmaco-economics?
- Unravelling the mystery of terms, tools and models used by health economists
- The Incremental Cost Effectiveness Ratio (ICER) – A critical tool for payer decision-making

12:30 Lunch

13:15 Patients – The Emerging Power

- What is patient centricity?
- The organizational and corporate culture changes required to make it happen
- Patient advocacy programs: How can they help?

14:00 Group Exercise 3 - An Entrepreneurial Challenge

- *Group exercise and plenary discussion about the role and value of the medical affairs function*

15:15 Coffee Break

15:30 Medical Affairs Leadership

- The 7 domains of medical affairs excellence
- Defining a medical affairs culture:
 - Values, behaviours & competencies
 - Internal vs. external profile
- New skills and competencies needed in Medical Affairs
- The importance of emotional intelligence

16:30 Final Discussion

16:45 Close

Learning Methodology

Chris Toller has a reputation as an excellent communicator and an inspirational presenter. You can thus expect his course to be very dynamic and lively, with interactive lectures alternating with group work and plenary discussion sessions.

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

Have Any Questions?



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

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call: +32 (0)2 709 01 42



Attended this course as I'm new in my role as a medical affairs leader. Could not have asked for a better primer to the function of Medical Affairs and the role of a leader within a medical affairs organization.

Allergan

Anand Patel, International Medical Director,
Medical Affairs
United Kingdom - November 2017



Interesting and useful course - Chris Toller is a great expert speaker!

AbbVie

Anh Thu Pham, Medical Advisor, PV &
Med Info Manager
Norway - November 2017



This training made me realize how diversified and plenty our tasks as Medical Managers are, how broad our scope of action is, how important our role is.

Sanofi

Kathy Alexandre, Medical Manager Diabetes
Belgium - October 2017