



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 – Data, Insight & Communication

10:00 Welcome & Introduction

10:10 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

10:30 Medical Insight, Big Data and Real-World Evidence

- What is medical insight?
- *Group exercise: sources and value of medical insight*
- Patient journey and patient flow modelling
- Big data and real-world evidence in pharma
- Medical insight and clinical development

11:45 Coffee Break

12:00 How Can Medical Insight Contribute to Brand Development?

- Pharma branding: transforming a medicine into a promise of value
- Brand identity and brand positioning: static and dynamic brand components
- SWOT analysis – how to make yours even better
- Vision-Goals-Objectives-Strategies-Tactics

13:00 Lunch

13:45 Medical Affairs & Medical Communications

- Communication: shaping belief and behaviour
- Developing a medical communications plan: lexicon, scientific platform, message architecture

14:15 HCP Engagement & Communication

- Understanding communication channels
- Basis of market segmentation
- HCP engagement tactics: tips & tricks
- Digital and multichannel communication
- Getting the best from agencies

15:15 Coffee Break

15:30 Patients and Patient Centricity

- What is patient centricity?
- The organizational and corporate culture changes required to make it happen

16:15 Group Exercise – Medical Affairs Insights & Brand Strategy

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

18:00 Close

Group Dinner

Agenda Day 2 – Medical Affairs Vision, Strategy & Leadership

09:00 What Medical Affairs Needs to Know About Pharmacoeconomics and Market Access

- Basics of pharmacoeconomics
- Incremental and marginal value – the basis of choice
- Types of pharmacoeconomic analysis
- The Incremental Cost Effectiveness Ratio (ICER), cost-effectiveness plane and thresholds
- Using QALYs

10:30 Coffee Break

10:45 Defining the Role and Value of Medical Affairs

- *Group exercise: activities and functions of medical affairs*
- *Group exercise: measuring contribution and demonstrating value*

12:30 Lunch

13:30 Strategy and Leadership in Medical Affairs

- Sources of power
- Skills and competencies
- From management to leadership
- Emotional intelligence, social styles, active listening
- Characteristics of highly effective medical affairs

14:30 Defining and Implementing a Vision for Medical Affairs

- Structure and culture for the medical affairs function
- Internal perceptions – how do our colleagues see us?
- *Group exercise: defining vision and strategy*

16:30 Course review and summary

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

Does your team need training? Combine our public courses or organise in-house trainings



Contact Inge Cornelis:

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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



Very warm and open atmosphere. Chris is clearly very knowledgeable about medical affairs.

LEO Pharma

Maj Dinesen, Senior Principal Medical Affairs Specialist
Denmark - April 2018



This course immensely helped me to gain self-confidence and enabled me with new tools needed for a career change.

AstraZeneca

Alice Monsutti, Medical Science Liaison CV/Diabetes
Switzerland - April 2018



One of the best organized training courses I have attended so far. Great effort to cater to the needs of pharma/medical affairs.

Galderma

Gregor Schäfer, Medical Lead
France - April 2018