ACQUIRE BUSINESS ACUMEN IN MEDICAL AFFAIRS

Chris Toller

Medical Affairs for Modern Pharma
New Challenges & Competencies

LEARN from interacting with your industry peers

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

Galderma
Gregor Schäfer
Medical Lead
France
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 & Locations
| 14-15 October 2020 (digital format) | 16-17 March 2021, Zurich |
| 8-9 December 2020 (digital format) | 22-23 June 2021, Brussels |

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

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

“Very motivating course to refresh my knowledge and coming back with new ideas how to dynamize my medical team.”

Menarini
Nicole Dumont
Head Medical
Switzerland (September 2019)

“Chris is a very knowledgeable and engaged trainer! The covered content was all very relevant and I learned a lot about medical affairs in those two days.”

Bristol-Myers Squibb
Marc Bachofner
Scientific Advisor Immuno-Oncology
Switzerland (December 2019)

“The training days were just great! All of us got inspiration, hints and good guidance of what could be done even better at our workplaces. It certainly contributed to our professional development. Very thankful for that 2 days!”

Richter
Eva Luczai
Medical Affairs Leader
Hungary (September 2019)
Day 1

DATA, INSIGHT & COMMUNICATION

10:00 Welcome & Introduction

10:15 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

10:45 Insight – The Currency of Medical Affairs
- What is medical insight?
- Group exercise: gaining & using insight
- Patient journey and patient flow modelling
- Medical insight and clinical development

11:45 Coffee Break

12:00 Big Data and Real World Evidence
- Characteristics and risks of Big Data
- RCT vs RWE
- Addressing data gaps

12:45 Lunch

13:45 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

14:30 Medical Insight Supporting Brand Communications
- Communication: shaping belief and behaviour
- Developing a medical communications plan: lexicon, scientific platform, message architecture

15:00 Medical Communications – Focus on HCPs
- Understanding communication channels
- Basis of market segmentation
- HCP engagement tactics: tips & tricks
- Digital and multichannel communication
- Getting the best from agencies

15:45 Coffee Break

16:00 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

Day 2

MEDICAL AFFAIRS VISION, STRATEGY & LEADERSHIP

09:00 Patients and Patient Centricity
- What is patient centricity?
- Patient advocacy and communication

09:45 Digital Communications
- Multichannel communications and programme development
- Multichannel model
- Using social media for medical communications

10:15 Coffee Break

10:30 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

12:00 Lunch

13:00 Group Exercise – Defining the Role and Value of Medical Affairs
- Define the role of Medical Affairs by categorising different tasks into 6 Domains of Medical Affairs excellence

13:45 Group Exercise – Demonstrating Value of Medical Affairs
- Work in groups to identify measures of value and excellence

14:30 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

15:00 Coffee Break

15:15 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
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.

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Questions?

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

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**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
- First Name
- Last Name
- Job Title
- Email
- Mobile Number
- Country of Work

**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)

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**Confirm Registration**

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**Contact Information**

- Inge Cornelis
  - +32 2 709 01 43
  - inge@celforpharma.com