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LEARN from Pharma's  
international top experts

**Chris Toller**

# Medical Affairs for Modern Pharma

*New Challenges & Competencies*

LEARN from interacting  
with your industry peers



*This course definitely helps you to better understand your role and value in MA. I really liked the expert's presenting style and his vision of what MA is and should be. There was good interaction within the group and it was nice to talk with people with the same mindset. Thanks for a lovely course!"*

**Novartis**

Saartje Burgmans

**Medical Advisor Immunology**

The Netherlands



# 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

13-14 October 2022 (*Brussels*)

7-8 December 2022 (*live online*)

Visit [www.celforpharma.com](http://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 good and comprehensive course, covering multiple aspects of Medical Affairs. It offers lots of valuable insights and strategies for the evolving role of MA. I especially liked the interactive atmosphere of the course. Chris is an excellent and highly knowledgeable speaker!"*

#### **Biotest**

Matthias Hauf

**Medical Scientific Affairs Manager**

**Transplantation**

Germany (September 2021)



*The whole course experience was first-class. From the organisation of the event to the delivery, which was engaging, interactive and expertly delivered. There is plenty of course content for me to review and reflect on, which will ultimately benefit me personally and the contribution I make within medical affairs."*

#### **Napp Pharmaceuticals**

Steve Patmore

**Medical Advisor**

United Kingdom (September 2021)



*I really do feel energised and have greater focus in my role in Medical Affairs following the course. Chris truly is an expert in Medical Affairs and fills you with confidence and positivity in the role."*

#### **Pfizer**

Garreth Dooley

**Medical Advisor – Oncology /**

**Haematology**

Ireland (December 2021)

# Agenda

Important: the below timings are for the LIVE ONLINE course sessions. All hours are noted in CET/Brussels Time, so carefully convert into your local time zone!

The timings for the FACE-TO-FACE course sessions vary slightly, please check the Dates & Locations section on our website for the exact start and end times, or send an email to [kealeigh.steel@celforpharma.com](mailto:kealeigh.steel@celforpharma.com).

## Day 1

### DATA, INSIGHT & COMMUNICATION

#### 10:00 Welcome & Introduction (~30 min)

##### **The Evolving Role of Medical Affairs in Modern Pharma (~15 min)**

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

##### **Insight – The Currency of Medical Affairs (~1 h 15 min)**

- What is medical insight?
- Components and sources
- *Group exercise: gaining & using insight*

##### **Big Data and Real World Evidence (~45 min)**

- Characteristics of Big Data
- RCT vs RWE
- Interpretation and practical use

#### 12:45 Lunch Break

#### 13:45 How Can Medical Insight Contribute to Brand Development? (~1h)

- Understanding the brand development process
- Building a brand: static and dynamic brand components
- Medical insight and brand positioning
- SWOT analysis – how to make yours even better

##### **Scientific Messaging (~30 min)**

- Building a medical communications strategy
- Scientific platform and brand lexicon
- Messaging architecture

##### **Communications with HCPs (~45 min)**

- HCP engagement tactics: tips & tricks
  - Ad boards and advocacy programmes
  - Scientific publications
  - Scientific congress planning
  - Medical education
- Building a medical communications plan

##### **Group Exercise – Medical Affairs Insights & Brand Strategy (~1 h)**

- *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 communications strategy, which they present and defend with the group*

#### 17:00 Close

## Day 2

### STRATEGIC CHALLENGES & LEADERSHIP

#### 09:30 Patients and Patient Centricity (~45 min)

- Defining the patient journey
- The search for patient centricity
- Patient advocacy and communication

##### **Digital Communications (~45 min)**

- Analysis of digital vs conventional media
- Multichannel digital model for medical communication
- An integrated digital strategy

##### **What Medical Affairs Needs to Know About Pharmacoeconomics and Market Access (~1 h 30 min)**

- Basics of pharmacoeconomics
- The concept of incremental value
- Cost-benefit and cost-effectiveness
- Cost-utility and the concept of QALYs
- Basis of choice – understanding ICERs

#### 12:30 Lunch Break

#### 13:30 Group Exercise – Defining the Role of Medical Affairs (~45 min)

- *Introducing the 6 Domains of Medical Affairs Excellence. Working in groups, attendees will use this framework to define the role of medical affairs.*

##### **Group Exercise – Demonstrating the Value of Medical Affairs (~45 min)**

- *Work in groups to identify measures of value and excellence*
- Limitations of activity-based KPIs

##### **Strategy and Leadership in Medical Affairs (~30 min)**

- Skills, competences and sources of power
- Emotional intelligence, social styles, active listening
- Characteristics of highly effective medical affairs

##### **Defining and Implementing a Vision for Medical Affairs (~45 min)**

- Structure and culture for the medical affairs function
- *Group exercise: defining vision and strategy*

##### **Course Review and Summary (~15 min)**

#### 16:30 Close

# Registration Form

Complete the below form and email to [aswaan@celforpharma.com](mailto:aswaan@celforpharma.com) or fax to +32 2 721 13 82 or go to [www.celforpharma.com](http://www.celforpharma.com) and complete the online registration form.



**Questions?**

**Annelies Swaan**  
+32 2 709 01 42  
[aswaan@celforpharma.com](mailto:aswaan@celforpharma.com)

## Course(s)

Course Title .....  
Course Date(s) .....

## Registration Fee

Visit our website [www.celforpharma.com](http://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 (+3%)  Credit Card  
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 CELforPharma's Transfer & Cancellation Policy ([www.celforpharma.com/transfer-cancellation-policy](http://www.celforpharma.com/transfer-cancellation-policy)) and Privacy Policy ([www.celforpharma.com/we-value-your-privacy](http://www.celforpharma.com/we-value-your-privacy))
- I accept that CELforPharma regularly sends me information by email on topics discussed within their website ([www.celforpharma.com](http://www.celforpharma.com)) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy ([www.celforpharma.com/we-value-your-privacy](http://www.celforpharma.com/we-value-your-privacy)), of which I accept the terms.