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**Ben Harbour & Mark Watson**

# Omnichannel Launch Excellence in Pharma

*The big picture, critical success factors & data-led best practices*

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# Omnichannel Launch Excellence in Pharma

*The big picture, critical success factors & data-led best practices*

## Learn

- What works well (and what doesn't) in omnichannel launches - fresh insights and real-world case studies.
- How Medical Affairs can boost data dissemination by leveraging omnichannel prior to and during commercial launch.
- How Commercial can create pragmatic, high-impact omnichannel customer journeys to ensure superior customer engagement and product uptake.
- How Medical and Commercial can ensure a seamless customer experience across functions.
- How to minimise the risk of losing impact when transitioning the omnichannel strategy from HQ to local.
- How to set up and track a highly actionable omnichannel measurement framework.



## The Experts

Ben Harbour  
& Mark Watson

- Senior Consultants with Across Health, Europe's leading consultancy specialised in omnichannel customer engagement strategies for life science organisations.
- Healthcare industry leaders in the omnichannel space with specific expertise in digital transformation, customer-centric strategies and impact measurement.
- Supported numerous cross-functional launch teams of leading pharma companies at both HQ and affiliate level.

## Dates

18 November 2022 *(live online)*

Visit [www.celforpharma.com](http://www.celforpharma.com) for registration fees and updates.

## Additional Benefits

- Benchmark your launch vs industry best-practice
- Learn from your peers
- Put key learnings into practice in an interactive simulation game

## Why You Should Attend This Course

More than ever, designing and executing an actionable, high-impact omnichannel customer engagement strategy is a key driver for success in new product launches. By attending this course, you will understand key shifts in your customers' channel and content affinities. Learn how you can leverage this knowledge to develop pragmatic omnichannel customer journeys across medical and commercial, and how to optimise the transition from HQ to local plans. You will also learn how set up a robust set of omnichannel KPIs allowing you to maximise success and take corrective measures.

# Agenda

Important: all hours are noted in CET/Brussels Time, so carefully convert into your local time zone!

Short breaks will be offered throughout the day.

## 09:30 Welcome & Audience Expectations (~30 min)

### Key Industry & Customer Trends (~1 h)

- Launch types & omnichannel implications: Rare vs. specialty vs. GP/first-in-class vs. differentiation
- Learnings from recent market research
  - When a digital-only launch makes sense – and when NOT
  - Which channel & content mix do HCPs prefer around launch?
  - How ready is pharma for a true omnichannel launch?

### The Role of Medical Affairs in Omnichannel Launch Excellence (~1 h)

- When to do what on the launch timeline
- Key medical channels, content types and formats to maximise data dissemination
- Learning from real-life examples: Successes and traps to avoid

### The Commercial Component of Omnichannel Launch Excellence (~1 h)

- Key channels and how to integrate them to create superior customer engagement
- When to do what on the launch timeline
- Learning from real-life examples: Successes and traps to avoid

## 13:00 Lunch Break

## 14:00 The Cross-Functional Dimension: Bringing It All Together (~30 min)

- Integrating medical affairs and commercial functions for launch success: opportunities and limitations

### HQ-to-Local Omnichannel Strategy: Issues and Solutions (~1 h)

- What are the key issues?
- How to ensure maximum HQ-to-local alignment (channel & content strategy, customer journeys)?
- Best practices & discussion

### Setting Omnichannel KPIs for Real-Time Monitoring (~30 min)

- How to set up a comprehensive omnichannel measurement framework
- How to translate this into an international dashboard and prioritise actions
- Case study & discussion

### Group Exercise (~1 h)

- Applying key omnichannel learnings with an interactive simulation game in small teams

## 17:00 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.