



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

# Personalising Patient Experiences Using Behavioural Science



Understand the drivers of patient health behaviours – Learn how to identify and interpret specific individual drivers of health behaviours – Understand the practical steps to design/enhance your support solutions in a way that delivers true personalisation and support for all stakeholders - Take your current patient/caregiver/HCP support solution(s) to the next level with insights from Professor John Weinman and Nathan O'Donnell.



## Prof. John Weinman & Nathan O'Donnell

- Prof. Weinman is one of the most prominent experts in the field of patient adherence and is head of Health Psychology (Europe) for Atlantis Healthcare, global leaders in patient behaviour change & adherence solutions.
- Nathan O'Donnell is Director of Client Services at Atlantis Healthcare with expertise in designing, developing and implementing global PSPs.

## By Attending This Course, You Will



- 1) Understand the drivers of patient health behaviours (e.g. non-adherence to medication) and be able to apply a framework in identifying these.
- 2) Be able to identify strategic behavioural change opportunities that contribute to commercial brand outcomes and optimise healthcare resource utilisation.
- 3) Know how to design or enhance personalised solutions that address the drivers of an individual's health behaviours.
- 4) Be able to develop personalised interventional content that resonates and engages with all stakeholders (patients, carers, healthcare professionals).
- 5) Understand the application of digital platforms/technology for delivering personalised experiences.
- 6) Understand how to develop scalable and sustainable support solutions.
- 7) Learn the dos & don'ts, including managing regulatory restrictions, effective enrolment and regional implementation.
- 8) Be trained by one of the world's leading experts on improving patient adherence, Prof. John Weinman, and learn from Director of Client Services Nathan O'Donnell on effective strategies in designing, developing and running support solutions.

## Why You Should Attend

Behavioural science, and in particular the science of patient health behaviours, is the new buzz in pharma's patient-centric community. Whilst the challenge of non-adherence has been around for as long as medications exist, successful efforts to address the challenge have been scarce. This is primarily due to a lack of knowledge in two areas: What does an effective intervention look like for a specific patient? How do we scale this across markets and conditions?

**The Content & Experts:** In order to answer these questions, *Personalising Patient Experiences Using Behavioural Science* is presented by two experts who have been at the cutting edge of these challenges for a number of years. You will learn face-to-face from one of the world's leading experts on improving patient adherence, Prof. John Weinman, and learn from Director of Client Services Nathan O'Donnell on effective strategies in designing, developing and running support solutions. Moreover, you will have the opportunity to take your current patient/caregiver/HCP support solution(s) to the next level, because the programme includes a workshop to explore opportunities for enhancing your Patient Support Programmes, benefitting from the insights and experience of both Professor John Weinman and Nathan O'Donnell.

*The Personalising Patient Experiences Using Behavioural Science course is the only available public training course delivered by Prof. John Weinman and Nathan O'Donnell on the topic of patient adherence.*

## Who Should Attend

Adherence is an issue that overlaps many functional areas but the patient adherence seminar is particularly suitable for brand/product teams, patient-engagement specialists, medical science liaisons and market access professionals developing pharmaceutical services to complement products.

*As this course is delivered by Prof. Weinman and Nathan O'Donnell, experts from Atlantis Healthcare - a world leader in evidence-based personalised patient support programs, executives from other professional service agencies should request approval prior to registering for this course. Please contact Annelies Swaan, Head of Business Operations, for more information ([annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com), tel +32 (0)2 709 01 42).*

## Agenda

### 10:00 Welcome

### 10:20 Introduction to Behavioural Science and the Current Support Solution Landscape for Pharma

- General principles
- Health behaviours and the importance of Support Solutions for:
  - Patients
  - Healthcare Professionals
  - Payors
  - Industry
- Where are the opportunities for pharma?
- Short interactive task to identify your drivers of health behaviours

11:15 Coffee Break

### 11:30 What are the Drivers of Health Behaviours?

- A new approach to classifying drivers of health behaviours
- The importance of beliefs in determining behaviour
- Role of illness and treatment beliefs
- Short interactive exercise to demonstrate how patient-beliefs manifest through real life examples

13:00 Lunch

### 13:45 Personalising Support Solutions to Address the Drivers of Health Behaviours

- Taking an evidence-based approach to Support Solution design:
  - Understand – building an evidence base for the solution design
  - Connect – delivering effective interventional content that drives a change in health behaviours
  - Change – measuring and communicating efficacy of the solution
- Segmentation is not Personalisation!
  - Leveraging technology/digital platforms to personalise interactions
  - Ensuring scalability and sustainability of Support Solutions
  - What can we expect next? Artificial Intelligence, Chat Bots – the next frontier?
- Measuring outcomes and efficacy
- Regulatory considerations
- Common implementation challenges
  - Patient-enrollment
  - HCP buy-in
  - Do's & don'ts

15:45 Coffee Break

### 16:00 Interactive Session – Identifying Opportunities and Approaches to Evolve Your Solution

- Interactive exercise tackling any challenges you are currently facing in your market/solution
  - Applying behavioural science in your solution
  - Practical steps to enhance and evolve your solution
  - Key learnings and Critical Success Factors (CSFs) to consider
- Feedback and learnings

### 17:15 Closing Remarks

## Learning Methodology

This 1-day seminar perfectly balances theory with practice. Lectures alternate with short interactive exercises that bring some of the ideas and concepts to life. This hands-on course ends with a workshop to explore opportunities for enhancing your own Patient Support Programmes, benefitting from the insights and experience of both Professor John Weinman and Nathan O'Donnell.

*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](http://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.

[Confirm Registration >](#)

- 4) Click
- 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
- Certificate of Attendance Signed by the Experts

## Does your team need training?



Contact Inge Cornelis:

**email:** [inge.cornelis@celforpharma.com](mailto:inge.cornelis@celforpharma.com)  
**call:** +32 (0)2 709 01 43

## Any other questions?



Contact Annelies Swaan:

**email:** [annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com)  
**call:** +32 (0)2 709 01 42

*Very interesting. Many thanks to the experts for having provided us so many insights about adherence.*

**Roche Diabetes Care**

Ekatarina Chernyakova, IDS Group Leader  
Russia - November 2018

*Very interesting and relevant topic! The course provided a great overview of applicable behavioural science, an excellent framework to assess beliefs that drive non-adherent behaviours, and a good introduction to practical solutions (personalised patient support programs) to improve adherence. The speakers were engaging and are true experts in the field.*

**UCB**

Kuyler Doyle, Director, New Product Planning  
Belgium - November 2018

*This C.E.L.forpharma training course has been one of the most interesting, interactive, needs-centric training I have ever attended. Thanks to the organizing team and the highly experienced trainers.*

**Phoenix Clinical Research**

Maha Dakhoul, Clinical Operations Manager  
Lebanon - November 2018