Strategic Account Management in Pharma

Driving Value in Your Accounts Through Triple-Win Strategies

David Wright & Pijush Bose

ACQUIRE BUSINESS-CRITICAL COMPETENCIES IN MARKETING

LEARN from Pharma’s international top experts

LEARN from interacting with your industry peers

“Great knowledge and experience of the course faculty. Useful activities and applicable, pragmatic solutions for a very complex topic.”

Bristol-Myers Squibb

Fabian Kurth

Strategy & Operations / Account Lead Oncology

Germany
Strategic Account Management in Pharma

Driving Value in Your Accounts Through Triple-Win Strategies

Learn

- How to develop patient-centric strategies that drive value for both your company, your account and patients.
- Approaches to uncover the unmet needs of Key Accounts.
- Analytical tools for discovering new growth opportunities within Key Accounts.
- How to prioritise triple-win opportunities for optimal value creation.
- What well-coordinated multi-functional account teams look like, and how such teams result in much more effective KAM.
- Best practices for setting Account Plan KPIs and for measuring Key Account success organisationally.

The Experts

David Wright & Pijush Bose

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

What Participants Say About This Course

"A great course delivered by informed and pleasant people. This will help us drive positive change in our company and set the standard for partnership in healthcare."

Medtronic
Craig Ferrante
Payer & Purchaser Marketing Manager
Switzerland (November 2020)

"A very good course with a deep view of KAM."

Alexion
Mohamed Yousef
Director Metabolic & Key Account Management
Germany (November 2020)

"It is a high level course for creative people who would like to develop their account management. It was a very big pleasure to learn the newest ideas in these topics from clever and motivated specialists."

Chiesi
Yordan Radev
Senior Marketing Expert/Key Account Manager
Bulgaria (November 2020)
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.

Day 1

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

Breaking From the Traditional KAM Definition (~1 h)
- Discussion: why the traditional definition of Key Account Management (KAM) is no longer valid in today's healthcare market
- Using the Desired Customer Experience tool to determine your KAM ambition externally and gain insight into the organisational set-up required to meet this ambition
- Exercise: a framework to define KAM from the perspective of a stakeholder/account and that demonstrates the external value KAM can bring

Developing Superior Key Account Insights & Identifying Unmet Needs (~1 h 30 min)
- Discussion: KAMs and Account Teams have challenges in developing useful account insights because they are unsure of the data to collect, drowning in data that deliver little value
- How to use patient related data and analytical tools (e.g. patient flow, patient pathway, etc.) to uncover localised unmet patient needs
- The Inside/Outside Framework: a tool for collecting relevant data and identifying business-critical insights

Group Exercise: Inside/Outside Framework (~1 h 15 min: ~30 min before lunch, ~45 min after lunch)
In small groups, attendees will practice how to tailor the Inside/Outside Framework to develop new insights

13:00 Lunch Break

14:00 Group Exercise: Inside/Outside Framework – Continued (~45 min)
- Exercise results and rationale are presented by each team and feedback is given in plenary
- How can these insights help the Account Team?

Key KAM Challenges in Pharma (~15 min)
- Discussion of key insights on pharma KAM challenges, based on results of a survey filled in by the participants in preparation of the course

Increasing the Number of Options to Work With Key Customers (~1 h)
- Discussion: moving away from the 'me too' strategies applied to multiple accounts
- How to improve the strategic capabilities of Account Teams and KAMs utilising the Dynamic SWOT tool
- Advancing the often-under-utilised SWOT for developing innovative strategies and business opportunities
- Group exercise: linking and connecting SWOT factors to create options to work with your account

Crafting & Prioritising Strategic Opportunities (Triple-Win) (~45 min)
- How to craft and define opportunities at a strategic level
- Discussion on prioritisation - Account Teams tend to do too many things and quality suffers as a result
- Using the prioritisation matrix tool to challenge and select the highest value opportunities on the basis of a win for patients, account and your organisation
- Group exercise: practise the use of the prioritisation matrix and establish the rationale of selected high-priority opportunities

Summary Review and Q&A (~30 min)

Day 2

09:30 Day 1 Review (~15 min)

Setting Robust Account Plan Objectives, Tactics & Interaction Tasks (~1 h)
- Discussion: are your objectives robust, measurable and do they stand the value test?
- Using the SMARTER grid to build objectives
- A method to co-ordinate interactions across stakeholders

Measuring Key Account Success – 3 Ways (~1 h 30 min)
- Discussion: organisations revert to traditional methods (e.g. coverage & frequency) as they struggle with measuring account management success
- A process to define and measure KAM at an organisational level
- Example frameworks of KAM competencies/behaviours
- A process for setting account plan KPIs
- Exercise on the triple-win KPI model

Review of KAM Process & Link Back to KAM Challenges in Pharma (~45 min)
- Discussion: review of the KAM process and check where the tools and content address the pharma challenges identified in the survey results discussed on day 1

13:00 Lunch Break

14:00 Putting it All Into Practice - Case Study (~2 h)
- Case study brief – “Working in Account Teams” is an interesting case study that encompasses many of pharma’s in-field challenges
- Put tools and learnings into practice in a step by step approach
- Build your account strategy and validate it as a team
- Present the approach and rationale

Case Study Debrief (~30 min)
- To embed this course and the case study learning, the experts will present their ‘what good looks like’ examples and compare those with delegate outputs to clarify and explain any differences and address questions

Course Review and Final Questions (~30 min)

17:00 Close of Day 2

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Summary Review and Q&A (~30 min)

17:00 Close of Day 1
Registration Form

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

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) ........................................................................................................................................

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) and Privacy Policy (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) 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), of which I accept the terms.