

ACQUIRE BUSINESS ACUMEN IN MEDICAL AFFAIRS



LEARN from Pharma's
international top experts

Chris Toller

Strategic 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



Strategic 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 June 2023 (Brussels)
19-20 September 2023 (Brussels)

30 Nov - 1 Dec 2023 (live online)

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



The Medical Affairs for Modern Pharma course was excellent. I learnt so much. The speaker is experienced and delivered new and exciting content that will impact my work in my organisation. There was a good mix of presentations and workshops to apply the information which had just been presented. I would recommend going to the F2F version as this was very interactive, and it was great to network with people in other companies from different countries. It was very well organised, Bianca, the course coordinator, was so helpful and everything was clear and communicated seamlessly. 10/10 would recommend it."

Chugai Pharma

Olufolake Ajose-Adeogun

Medical Manager

United Kingdom (October 2022)



Chris is a very competent and experienced expert and trainer. He gave lots of useful tools to address MA specific issues. The course covered a lot of important topics and included some valuable interaction within the group to add to our learning. Many thanks to CELforPharma for organising!"

Menarini

Rudolf Schneebeli

MSL / Medical Advisor

Switzerland (October 2022)

Agenda

All courses are held in CET/Brussels Time. 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.

Day 1

DATA, INSIGHT & COMMUNICATION

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

Lunch Break

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*

Close

Day 2

STRATEGIC CHALLENGES & LEADERSHIP

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

Lunch Break

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)

Close

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.



Questions?

Annelies Swaan
+32 2 709 01 42
aswaan@celforpharma.com

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 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) 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.