

ACQUIRE
BUSINESS-CRITICAL
COMPETENCIES
IN MARKETING



LEARN from Pharma's
international top experts

Kurt Arco

Strategy & Planning for Commercial Launch Success in Pharma

A Cross-functional Approach

LEARN from interacting
with your industry peers



This course gives a great framework to work with and includes a wealth of ideas to challenge your own beliefs and look at things from a different perspective. I loved the interactivity throughout, the practical approach to each topic and the general process overview which was very valuable. Overall, a great course with excellent hosting from CELforPharma!"

Ferrer

José Miguel Sánchez Toll
Strategy Readiness Advisor
Spain



Strategy & Planning for Commercial Launch Success in Pharma

A Cross-functional Approach

Learn

- A comprehensive overview of the launch process, from discovery/development up to maturity.
- The 4 launch types, and how to select the right launch strategy based on your company/brand's profile.
- A structured roadmap with steps to plan your full cross-functional launch process.
- The market and customer insights that are crucial for defining the launch strategy and plan.
- How to use the patient journey and leverage points to define and prioritise customer segments.
- How to organise internally in order to be optimally prepared for launch.
- How to define your launch readiness with defined launch milestones.
- Best practices drawn from real-world examples of successful and failed launches.



The Expert

Kurt Arco

- As an independent consultant, Kurt Arco advises on commercial and launch excellence, drawing from his + 20 years of international experience within big and small pharma/biotech companies.
- Formerly, he was Global Launch Excellence Expert with Trilations, a strategic consultancy.
- Prior to that, Kurt led several major brand launches at MSD (Merck & Co), internationally and across several therapeutic areas.

Dates & Locations

3-4 October 2023 (Brussels)
12-13 December 2023 (live online)

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

Additional Benefits

- You will be able to put theory into practice during group work on real-world case studies.
- You will receive handy take-home templates and models.
- Cross-check your approach and experiences during cross-functional discussions with industry peers.

What Participants Say About This Course



Great insights, practical tips, concrete examples, actionable frameworks, experience-sharing among participants...all this with a very good and experienced speaker! Excellent content, adapted format and great organisation for a fantastic e-learning experience! Everything was there within these two days - this will clearly be useful for our upcoming launch!"

Servier

Cyril Martin

Global Brand Director Hematology

France (June 2022)



I truly recommend participating in CELforPharma's course 'Strategy & Planning for Commercial Launch Success in Pharma'. By attending, you get a very well structured, clear set of information, and a great summary of key tools and info supporting overall success of launches, establishing Launch Excellence. Kurt also gives real-life examples and there are many valuable discussions! Professional!"

Egis

Katalin Egyed

Head of International Specialty Marketing Division

Hungary (June 2022)



The course was very valuable and insightful. All the tools we have been provided with can be useful in everyday work."

JGL

Nives Šimac

Portfolio & Launch Manager

Croatia (December 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

Welcome & Audience Expectations (~30 min)

Launch Excellence Fundamentals in Pharma: "From one-size-fits-all to a tailored approach" (~1 h)

- Launching in a changing landscape: key trends and the importance of customer-centricity for success
- Product launch complexity: the 4 strategic launch types and their strategic implications
- The importance of plotting and planning your company's entire pipeline for your drug's launch strategy
- Drivers of commercial launch excellence

The Commercial Launch Process: The Road to Success (~1 h 30 min)

- A successful launch is more than fast uptake and peak sales!
- The key success factors for a successful product launch
- A roadmap and a handy checklist for a successful commercial launch: timings and responsibilities

Plenary discussion: learning from a launch success and a launch failure within the Oncology market.

Lunch Break

The Critical Market Insights to Boost Tomorrow's Brand Performance (~1 h 15 min)

- The 3 critical insights to get the positioning of your brand right, to shape its market and to create the competitive advantage:
 - How to capture the critical market insights using the Market Overview template
 - The critical competitor insights
 - The patient journey: a step by step guide

To illustrate the theory, the business case used in the group exercise hereafter will be used to build the set of critical insights required for the exercise.

Group Exercise on a Launch Business Case (~1 h 15 min)

Using a fictitious business case (based on a recently launched Rx pharmaceutical), delegates will work in groups to analyse and discuss the strategic implications of critical insights in a country, where a recently launched competitor failed in terms of market uptake. The objective of the exercise is to address the Country Manager's strategic concerns and propose recommendations.

This interactive session includes group presentation and sharing key learnings.

Close of Day 1

Day 2

Defining the Core Launch Strategy: Segmentation – Targeting – Positioning (~1 h 45 min)

- The 8-step approach for effective market segmentation, targeting and positioning
- Critical success factors in designing and implementing a successful segmentation model
- Hands-on tips & tricks for each step in the segmentation process

Group Exercise on Segmentation – Targeting – Positioning (~45 min)

Using a business case, participants will need to assess an existing segmentation model, identify areas for improvement, prioritise segments, define an appropriate positioning and design an optimal communication strategy by segment.

Engaging Key Stakeholders for Launch (~1 h)

- The 4 critical steps: Mapping - Strategy - Execution - Measuring & Feedback
- Overview of current and emerging stakeholder categories
- The different strategies to engage with payers
- How to get KOLs and patient associations on board through brand advocacy development

Lunch Break

Preparing the Cross-Functional Launch Team: Organisational Challenges (~1 h)

- How to embed structures and processes to ensure unified brand leadership and launch excellence
- The need for leadership commitment: what resources are needed to guarantee a successful launch?
- How to prepare the organisation with the Launch Academy and Launch Community

The Critical Launch-Related Activities: Timelines, Milestones and Best Practice Requirements to Support a Successful Launch (~1 h 15 min)

- The Launch Readiness Board: a comprehensive overview of all activities and responsibilities
- A detailed discussion of each of the top 10 critical success factors in a launch
 - Who is responsible & timelines
 - Best practices

Group discussion on the cross-functional launch readiness activities, which internal stakeholders are needed, and what the ideal timelines per activity could look like.

Wrap-up (~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.