



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

The Multi-Channel Patient Engagement Course



Learn how to engage patients with multi-channel disease awareness / patient activation campaigns – Know how to support patients in their therapy with multi-stakeholder / multi-channel patient adherence programmes – Be able to measure success and impact on the critical success factors of a patient-centric organisation.



Beverly Smet & Vladimir Rogiers

- Managing Partner & Senior Consultant with Across Health, Europe's leading consultancy specialised in eCRM and digital communication in life sciences.
- Healthcare industry leaders in the multi-channel space with specific expertise in patient-centric strategy and campaign management.
- Both Beverly & Vladimir have worked as dedicated digital marketing consultants for big players in the healthcare industry (e.g. Johnson & Johnson).

By Attending This Course, You Will



- 1) Learn how to engage with your patients in a multi-channel environment and how to support them during therapy.
- 2) Acquire the concepts & tools to determine the ideal patient-channel mix and influence patient behaviour along their entire journey.
- 3) Know how to measure the success of your patient-centric programmes.
- 4) Gain ideas, tips & tricks from successful cases in Europe across therapy areas, as well as insights from exchanging best practices and discussing issues with your peers.
- 5) Know how to organise patient-centricity internally and influence internal stakeholders to get the right mind-set across your organisation.
- 6) Learn about emerging and disruptive technologies that will force pharma's business model to become truly patient-centric.
- 7) Learn face-to-face from two of Across Health's top consultants who have acquired in-depth expertise in patient-centric multi-channel campaigns through numerous assignments with pharma companies across EMEA and across diverse therapy areas.

Why You Should Attend

Patient Centricity is the next big wave in pharma and cuts across multiple functions. The core value of this course is that it teaches hands-on methodologies that are backed up by patient research findings and that use digital multi-channel tactics to activate patients and to support them in their therapy.

The Multi-Channel Patient Engagement Course is the only available public training course delivered by Beverly and Vladimir on the topic of patient-centric multi-channel marketing.

Who Should Attend

First and foremost, all executives in marketing and medical functions responsible for, or contributing to, the design and development of patient-centric initiatives:

- Business Unit Director/Managers
- Medical Directors/Managers
- Brand/Product Managers
- Digital Marketers
- Business Intelligence Managers
- Patient Adherence/Solutions Managers

In addition, this seminar will be beneficial to executives in other functional areas (e.g. Clinical) and other sectors of the healthcare industry interested in patient-centric marketing strategies and tactics.

Agenda Day 1

10:00 Welcome & Audience Expectations

10:15 Patient Centricity in Pharma: The Landscape

- Online behavior of health consumers
- One size doesn't fit all: health consumer segmentation types based on their attitude towards their health
- The future of customer centricity: pharma 3.0
- What does customer centricity look like in other industries?

11:30 Coffee Break

11:45 Creating a Patient-Centric Awareness and Activation Programme

- Which channels/tactics play a role in the health decision making process of patients?
- "Search is King": know how to optimally take advantage of Search Engine Marketing to activate patients
- Disease awareness portals: tips & best practices to activate patients
- A methodology to optimise the channel mix towards patients
- How to set-up a multi-channel disease awareness/ patient activation campaign plan, including the KPIs: learning from 2 concrete business cases

12:30 Lunch

13:15 Creating a Patient-Centric Awareness and Activation Programme (cont'd)

13:45 Group Exercise 1

- Select the ideal channel mix for your patient activation campaign

15:00 Coffee Break

15:15 Adherence - How to Support Patients in Their Therapy

- Patient segmentation using Prof. Dr. Sjaak Bloem's (Nyenrode Business University) Subjective Experienced Health Model : focus your efforts and budgets on real patients' needs
- The patient adherence journey - What a recent academic research project tells us about:
 - The relative importance of stakeholders
 - The relative impact of channels
 - How patient beliefs & behaviors change along the journey

16:00 Group Exercise 2 - Create a MC Patient Support Programme Blueprint

- Create a multi-channel patient support programme blueprint, using the Subjective Health Experience Model

17:15 Close

Group Dinner

Agenda Day 2

09:00 Recap of Day 1

09:15 Group Exercise 3

- Define how you will measure the impact of your multi-channel patient support programme

09:45 How to Measure the Impact of your Patient Support Programmes (KPIs)

- Framework for impact measurement of patient-centric programmes
- Learning from concrete examples
- The Net Promotor Score (NPS)

10:30 Coffee break

10:45 Beyond the Pill

- Connected health: Mobile & Social

12:15 Lunch

13:30 Group Exercise 4 - Building a Patient-Centric Organisation - Critical Success Factors

- Living in the dream world: how does the ideal patient-centric organisation look?

14:30 Coffee Break

14:45 What Does the Future Bring?

- Prove it works: the use of (big) data to focus on outcomes

15:45 Final Discussion & Close

Learning Methodology

Interactive theoretical lectures alternate with group exercises so that you can practice the methodologies. Apart from theoretical content during lectures, the faculty will discuss successful cases to illustrate the theory.

Beverly and Vladimir are very experienced in leading interactive sessions, using technologies such as voting pads, and will actively engage participants in discussions.

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) 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.

- 4.) Click [Confirm Registration >](#)

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
- A Group Dinner on the First Day
- Certificate of Attendance Signed by the Experts
- Book "Delighting Pharma Customers in the Omnichannel Age" by Ruud Kooi, Fonny Schenck & Beverly Smet of Across Health

Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

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We are on a patient-centric journey, this course really challenged me to think about how patient-centric we really are, especially when it comes to what we measure. I've a lot to think about and tons I can take back to my company.

Boehringer Ingelheim

Jemima Mead, Marketing Team Leader - Small Animals

United Kingdom - March 2017



A colleague recommended this very high-quality course to me. I really valued the practical application, the good theory and the case studies. Thanks!

Bayer

Gemma Codling, Senior Brand Manager
United Kingdom - September 2017



Extremely insightful, I loved the section 'Beyond the Pill'. There was a nice atmosphere. I strongly recommend this course.

Merck

Kate Morgan, Patient Support Medical Manager

United Kingdom - September 2017