

ACQUIRE
BUSINESS ACUMEN
IN PATIENT-CENTRIC
FUNCTIONS



LEARN from Pharma's
international top experts



Lara Brum & Livia Dobes

The Multi-Channel Patient Engagement Course



LEARN from interacting
with your industry peers



*Excellent content and many practical
tips. I highly recommend attending
this course, even in a virtual format."*

Grünenthal

Gudula Petersen

**Director Governmental Affairs
& Patient Engagement**

Germany



The Multi-Channel Patient Engagement Course

Learn

- The impact patients have on decisions along their journey, and how to identify leverage points for your brand.
- Models for patient segmentation based on the behaviours of health consumers.
- How to take advantage of digital channels to activate patients.
- How to create a Patient Support Programme (PSP) that integrates multiple channels and boosts patient engagement.
- How to optimise your multi-channel mix based on the impact and reach of the various channels.
- Setting the right Key Performance Indicators for measuring the impact of PSPs.
- Critical success factors for building a patient-centric organisation.



The Experts

Lara Brum
& Livia Dobes

- Senior Strategy Consultants with Across Health, Europe's leading consultancy specialised in omnichannel customer engagement strategies for life science organisations across therapy areas.
- Lara Brum's and Livia Dobes' combined background includes extensive experience in Medical Affairs as well as in consumer marketing.
- Both Lara and Livia have consulted globally for numerous big players in the healthcare industry on patient-centric strategies and campaign management in the multi-channel space.

Dates & Locations

18-19 November 2021 (live online) 15-16 November 2022 (live online)
17-18 May 2022 (live online)

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

Additional Benefits

- You will learn the dos & don'ts and pitfalls of patient activation and support programmes during practical exercises and discussions of real-life examples.
- Receive Across Health's training book *Delighting Pharma Customers in the Omnichannel Age*.

What Participants Say About This Course



I would really recommend this course as it had a very interesting range of topics with lots of real world experiences and examples. The interaction in the group was great, allowing for valuable networking and peer learning opportunities. Thank you to CELforPharma for a lovely course and for the excellent service and support!"

Takeda

Advait Thakur
Patient Engagement Platforms Architect
Germany (April 2021)



This was a very well prepared and well structured course which gave relevant topics and lots of real-world examples. The expert trainers had a nice presenting style and showed that they truly are experts in their fields. I also really appreciated the communication and support from the CELforPharma staff throughout the course. Thank you to all involved!"

Medtronic

Danko Tomasic
Sr Manager Marketing Services
Switzerland (April 2021)



This course provides a comprehensive overview on the topic of patient engagement and gives you some very useful information with practical examples on each module covered. Overall, a very good experience with the course and with CELforPharma!"

Amgen

Robert Olie
EU Medical Communications Lead
Haematology/Oncology
Switzerland (April 2021)

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

10:00 Welcome & Audience Expectations (~30 min)

Patient Centricity in Pharma: The Landscape (~1 h 45 min)

- Online behaviour 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?

The Impact of COVID-19 on Patients Across the Patient Journey (~45 min)

13:00 Lunch Break

14:00 Creating a Patient-Centric Awareness and Activation Programme (~2 h)

- 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

Group Exercise 1 (~1 h)

- *Working in groups, attendees will select the ideal channel mix for your patient activation campaign*
- *Exercise debrief in plenary*

17:00 Close

Day 2

09:30 Recap of Day 1 (~15 min)

Adherence - How to Support Patients in Their Therapy (~1 h)

- 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 & behaviours change along the journey

Group Exercise 2 (~1 h)

- *Working in groups, attendees will create a multi-channel patient support programme blueprint, using the Subjective Health Experience Model*

How to Measure the Impact of your Patient Support Programmes (KPIs) (~1 h 15 min)

- *Group discussion: In small groups, attendees discuss possibilities to measure the impact of a patient support programme*
- Framework for impact measurement of patient-centric programmes
- Learning from concrete examples
- The Net Promotor Score (NPS): how to use this powerful metric correctly

13:00 Lunch Break

14:00 Beyond the Pill (~1 h 30 min)

- Connected health: Social Media
 - Patient's use of social media for health
 - Case study: social media listening
 - Possibilities and limitations of social media to engage with patients
- Connected health: Mobile
 - 4 key questions to ask before deciding on developing an app
 - Examples of successes and failures
- Disruptive innovations (e.g. wearables, InternetOfThings)

What Does the Future Bring? (~1 h)

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

Final Discussion & Close (~30 min)

17:00 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.