



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.
- 8) Receive Across Health's book *Delighting Pharma Customers in the Omnichannel Age* - which is described as "the missing manual for pharma marketers".

## 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

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.

*As this course is delivered by Beverly Smet and Vladimir Rogiers of Across Health - a leading pharma consultancy company, executives from other professional service agencies should request approval prior to registering for this course. Please contact Annelies Swaan, Head of Business Operations, for more information (annelies.swaan@celforpharma.com, tel +32 (0)2 709 01 42).*

## 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](http://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, Fanny Schenck & Beverly Smet of Across Health

## Does your team need training?



Contact Inge Cornelis:

**email:** [inge.cornelis@celforpharma.com](mailto:inge.cornelis@celforpharma.com)

**call:** +32 (0)2 709 01 43

## Any other questions?



Contact Annelies Swaan:

**email:** [annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com)

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*This is a top quality course! I highly valued the case studies, the group exercises and the fact that it was a 2-day course. I strongly recommend it!*

### Will-Pharma

Claudia Burattini, Digital Brand Manager  
Belgium - November 2018

*This is the right mix between theory & examples. It's an opportunity to network and exchange information with peers. Both experts were very engaging and swift to respond to discussions and questions. It's one of the best organised workshops!*

### Novo Nordisk

Hana Prusková, Patient Support Project Manager  
Switzerland - November 2018

*Excellent course! We learned practical techniques that can be applied right away.*

### Siemens Healthcare

Tim Durham, Senior Manager Strategic Business Development  
Germany - November 2018