



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

The Strategic Digital Pharma Marketing Course



Learn how to design a digital marketing strategy for your brand, therapeutic area or company that integrates into the whole marketing mix – Grasp the full power and trends of all digital tactics in pharma – Learn how, and when, to select the appropriate tactics, optimise the mix and how to measure their business impact.



Vladimir Rogiers & Jan Keuppens

- Senior Consultants 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 strategies and campaign management.
- Worked on many multi-channel projects for leading pharmaceutical and medtech companies in CNS, gastroenterology, neurology, fertility and oncology.

By Attending This Course, You Will



- 1) Be able to define a digital strategy for your brand or therapeutic area to stay competitive.
- 2) Know how to select the digital tactics which are best suited to achieve your specific brand plan drivers and leverage points.
- 3) Decide per tactic how ambitious you want to be and what it takes to implement your preferred tactic in your preferred scope.
- 4) Know how to tightly integrate digital into your overall marketing, sales and medical education strategy and ensure "fusion" of your online and offline efforts while respecting legal and regulatory guidelines.
- 5) Learn from well-metricised examples of successful e-tactics for physicians, consumers/caregivers and other new stakeholders like payers, nurses and pharmacists.
- 6) Know whether you are focussed on the right KPIs and be able to answer ROI-related questions concerning your digital tactics.
- 7) 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

The Content: This course not only provides you with an explanation behind concepts, tactics and trends, but more importantly, it discusses the integration of digital in the overall business strategy and marketing plans. The course also examines the perspective of the customer and other stakeholders and uses multiple, real, best-practice cases to bring the theory to life.

The Expert: Our experts, Vladimir Rogiers and Jan Keuppens, not only have international experience in digital marketing but also have built up a very strong reputation within the international digital community as high-impact consultants and trainers.

The Strategic Digital Pharma Marketing Course is the only available public training course delivered by Vladimir Rogiers and Jan Keuppens on the topic of digital pharma marketing.

Who Should Attend

This workshop is designed for innovative marketing, sales and medical education staff who want to optimise their communication mix and enhance customer-centricity through the selective adoption of digital.

As this course is delivered by Vladimir Rogiers and Jan Keuppens 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 & General Introduction

10:30 Insight: Online Landscape Analysis

- Which key industry changes are accelerating the move to digital?
- Online behaviour and trends of physicians, patients and other stakeholders
- Benchmarking surveys and other sources for a competitive assessment
- Internal analysis: How to assess the e-maturity of your company?
- Technology trend analysis: Which new technologies may influence the patient-physician-pharma relationship ... and by when?

11:30 Coffee Break

11:45 Innovation: Creating a Multichannel Strategy in Six Steps

- Strategy is a major bottleneck in most pharma companies!
- Determine the buying process and key leverage points
- Select amongst the 7 generic e-strategies and prioritise e-tactics
- Create the 3-year roadmap
- Models, case studies and insights to help you understand the complex buying journey and how you can influence it through media

13:00 Lunch

14:00 Elbonia Simulation Game - Exercise 1

- *Exercise: define your objectives*

14:30 E-Medical Education

- Why webcasts are impactful
- Success factors
- Best practices in pharma
- The 5 key steps to influencing treatment choice through eMeetings

15:00 Website Engagement

- Learning from best practices in non-pharma industries
- Discussing examples of pharma portals
- The 4 different ways to make an impact
- *Exercise: define your own homepage*

15:30 Search Engine Marketing

- How consumers and HCPs search for health on Google
- SEO & SEA: how it works – pros & cons - examples

15:45 Coffee Break

16:00 E-mail Engagement

- Success factors

16:30 Mobile Engagement

- General trends & technologies
- Mobile in Healthcare

17:00 Social Media Engagement

- The social media landscape
- Social media in life sciences
- Social objectives and appropriate social technologies in pharma

17:30 Close

Group Dinner

Agenda Day 2

09:00 iPad Detailing

- The (sad) realities of tablet detailing
- What is needed for success? ... Closed Loop Marketing!
- How to activate your sales force
- *Exercise: define your own detail-aid*

09:45 Elbonia Simulation Game – Exercise 2

- *Tablet detailing*

10:30 Coffee Break

10:45 Remote Detailing

- Benefits of Teledetailing
- Success factors
- Best practices in pharma

11:45 Define the Channel Mix

- 5 things to remember when selecting channels

12:00 Impact Measurement & Analytics

- Factors that determine ROI in digital marketing
- Using Google Analytics to measure Reach & Advocacy
- How to measure engagement
- How to measure conversion (e.g. Net Promoter Score)
- Issues

12:30 Lunch

13:30 Bringing it all together: Building a Multichannel Campaign

- Using a 3 phase methodology to optimise the channel mix
- The "Multichannel Equivalent" concept
- Designing the marketing mix at the HCP level

Elbonia Simulation Game – Exercise 3

- *Exercise: Define your own campaign*

Coffee served during groupwork

15:15 Final Thoughts & Wrap Up

15:30 Closing

Learning Methodology

Vladimir Rogiers and Jan Keuppens are very experienced in leading interactive sessions and will actively engage participants in discussion, answering any questions that may arise. Group exercises will be used throughout the course which will help delegates learn how to apply the theory and frameworks to their own situation.

A simulation game runs through the 2 days so that participants can assimilate the course content by putting the theory into practice.

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 leading experts, 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

Does your team need training?



Contact Inge Cornelis:

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Any other questions?



Contact Annelies Swaan:

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Excellent trainers in a dynamic and interesting course.

Takeda

Ivan García Jiménez, Commercial Business Relationship Manager
Spain - December 2018



A very interesting course that helps you think strategically - Thanks!

Boehringer Ingelheim

Jovi Mateo Gómez, Omnichanneling and Data Lead
Spain - December 2018



Completing this training is a great opportunity. It gave me a wider scope of new marketing and digital approaches, and it completed the picture of strategy and tactics I need to implement in order to win. This is a great tool, dedicated to success and winning.

Sanofi

Boban Golubovic, DCV Business Excellence and Multi-Channel Manager SECE MCO
Serbia - June 2018