

ACQUIRE
BUSINESS-CRITICAL
COMPETENCIES
IN MARKETING



LEARN from Pharma's
international top experts

Jan Keuppens & Vladimir Rogiers

The Strategic Digital Pharma Marketing Course

LEARN from interacting
with your industry peers



*Valuable course content and nicely
structured - even as an online training."*

Janssen

Alexander Moll

Product Manager CAR-T

Germany



The Strategic Digital Pharma Marketing Course

Learn

- How to integrate digital into your overall pharma marketing, sales and medical education strategy.
- A step-wise process to define a multi-channel customer engagement strategy.
- The 6 multi-channel communication strategies to consider.
- The possibilities, impact and best practices of each digital communication channel.
- Know how to select the best-suited digital tactics and how to implement them.
- Know which KPIs to use to measure the ROI of your digital tactics.
- How to correctly use key measurement tools, such as the MCQ, the NPS, etc.
- Learn from real-life examples to avoid pitfalls and gain new ideas.



The Experts

Jan Keuppens
& Vladimir Rogiers

- Senior Consultants with Across Health, Europe's leading consultancy specialised in omnichannel customer engagement strategies for life science organisations.
- 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.

Dates & Locations

10-11 June 2021 *(live online)*

14-15 December 2021 *(live online)*

28-29 September 2021 *(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 the Elbonia case, developed by Across Health.
- Receive Across Health's training book *Delighting Pharma Customers in the Omnichannel Age*.

What Participants Say About This Course



Great course on digital strategy in pharma. Goes beyond digital and integrates with multichannel thinking – The way it should be!"

Ferring

Bo Thyssen Vestergaard
Nordic Digital Brand Lead
Denmark (December 2020)



It was engaging with high quality content and knowledgeable presenters and it was a good mix of teaching and interactivity. I had a really great group and feel that I am in a position to apply what I have learned immediately."

Kyowa Kirin

Patricia Fiskén
Business Franchise Lead – Rare Disease
(Uk/Ire/Nordics/Baltics)
United Kingdom (October 2020)



Excellent presentation of the different digital tools, specific for the pharma environment; focused, practical course based on the basics of strategic thinking."

Abbvie

Lien Rolin
Brand Manager
Belgium (October 2020)

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 & General Introduction (~30 min)

Insight: Online Landscape Analysis (~1 h 30 min)

- 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
- Technology trend analysis: which new technologies may influence the patient-physician-pharma relationship ... and by when?

Innovation: Creating a Multi-Channel Strategy in Six Steps (~1 h 45 min: 1 h before lunch, ~45 min after lunch)

- Strategy is a major bottleneck in most pharma companies!
- Determine the buying process and key leverage points
- Select amongst the 6 generic e-strategies and prioritise e-tactics
- The 6 steps from brand plan to multi-channel plan
- Boosting your product launch through omnichannel

13:00 Lunch Break

14:00 Innovation: Creating a Multi-Channel Strategy in Six Steps – Continued (~45 min)

Elbonia Simulation Game – Exercise 1 (~1 h)

Exercise: determine leverage points & define your objectives

E-Medical Education (~1 h)

- Business case for webcasts and webinars
- Success factors
- Best practices in pharma

Website Engagement (~15 min)

- Discussing examples of pharma portals
- Success factors of a good website

17:00 Close

Day 2

09:30 E-mail Engagement (~1 h)

- Success factors
- How to get opt-ins
- Case studies

Tablet Detailing (~45 min)

- The (sad) realities of tablet detailing
- What is needed for success? ... Closed Loop Marketing!
- How to activate your sales force
- Case studies from the industry

Teledetailing (~1 h)

- Benefits of teledetailing
- 3 models for teledetailing
- Success factors
- Best practices in pharma

Search Engine Marketing (~45 min)

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

13:00 Lunch Break

14:00 Define the Channel Mix (~30 min)

- Key drivers for multi-channel mix definition

Impact Measurement & Analytics (~30 min)

- Holistic measurement framework
- How to measure reach & advocacy
- How to measure engagement
- How to measure conversion (e.g. Net Promoter Score)
- How to measure cost-effectiveness

Elbonia Simulation Game – Exercise 2: Building a Multi-Channel Campaign (~1 h 45 min)

- *Group Exercise: Apply the above learnings to develop a multi-channel campaign*
- *Plenary discussion of the results of the group exercises*

Final Thoughts & Wrap Up (~15 min)

17:00 Closing

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.