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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



*A great course every pharma marketer should graduate from in order to be prepared for the future and have a good understanding of the omnichannel environment! Thank you again for this great course!"*

**Novartis**

Uwe Fritzkowsky

**Digital Product Manager**

Germany

The logo for CELforPharma, featuring a stylized 'C' composed of three curved segments in green, orange, and grey. To the right of the 'C' is the text 'CELforPharma' in a dark blue sans-serif font, with 'NEVER STOP LEARNING' in a smaller, lighter blue font underneath.

**CELforPharma**  
NEVER STOP LEARNING

# 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

7-8 March 2023 (live online)  
6-7 June 2023 (Brussels)

10-11 October 2023 (Brussels)  
30 Nov - 1 Dec 2023 (live online)

Visit [www.celforpharma.com](http://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 *Evidence-Based Omnichannel – Delighting Pharma Customers in the Omnichannel Age*.

## What Participants Say About This Course



*This was a great course to boost your skills in Digital Marketing in Pharma. Jan & Vladimir did a fantastic job of sharing a significant number of real-world cases, examples coupled with engagement to keep us on our toes. The case study in groups also helped solidify the learning by applying it practically, which is quite possibly the best way to learn."*

**Janssen**  
Kim Searle  
EMEA Web Operations Lead  
Belgium (October 2022)



*While already working on a multi-channel approach, the course was highly valuable to compare our approach to industry benchmarks and getting plenty of ideas in refining our strategy and tactics."*

**GW Pharmaceuticals**  
Maria Heinrich  
Senior Neurology Account  
Manager  
Austria (October 2022)



*By attending this course, I have discovered a very smart and efficient way to integrate the omnichannel approach in our commercial plans. Thanks!"*

**Gilead**  
Juan Pena  
Digital and Media Lead  
United Kingdom (October 2022)

# Agenda

All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to [kealeigh.steel@celforpharma.com](mailto:kealeigh.steel@celforpharma.com).

## Day 1

### 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 Plan 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

### Lunch Break

### Innovation: Creating a Multi-Channel Plan 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

### Close

## Day 2

### E-mail Engagement (~1 h 15 min)

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

### Tablet Detailing (~1 h)

- 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 15 min)

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

### Lunch Break

### Search Engine Marketing (~30 min)

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

### 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 15 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)

### Closing

# Registration Form

Complete the below form and email to [aswaan@celforpharma.com](mailto:aswaan@celforpharma.com) or fax to +32 2 721 13 82 or go to [www.celforpharma.com](http://www.celforpharma.com) and complete the online registration form.



**Questions?**

**Annelies Swaan**  
+32 2 709 01 42  
[aswaan@celforpharma.com](mailto:aswaan@celforpharma.com)

## Course(s)

Course Title .....  
Course Date(s) .....

## Registration Fee

Visit our website [www.celforpharma.com](http://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](http://www.celforpharma.com/transfer-cancellation-policy)) and Privacy Policy ([www.celforpharma.com/we-value-your-privacy](http://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](http://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](http://www.celforpharma.com/we-value-your-privacy)), of which I accept the terms.