



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

The Strategic e-Medical Affairs Course



Learn to design a digital innovation strategy for Medical Affairs – Grasp the full power and trends of the whole spectrum of digital tactics that affect physicians and patients – Learn how to optimise the mix of tactics and to measure their business impact.

Ben Harbour



- Across Health's UK Director and expert on digital and customer-centric innovation in the new go-to-market model of life sciences.
- Strategic advisor to pharma, biotech and medical device companies on multichannel communication programmes at the corporate, regional, and brand level.
- Extensive international experience spanning the clinical, medical and commercial phases of product development across a wide range of therapeutic indications.

By Attending This Course, You Will



- 1) Not miss the opportunities offered by the Internet for digital/cross-channel customer-centric communication in Medical Affairs.
- 2) Be able to design a digital strategy for key disciplines in Medical Affairs: medical education, medical information, KOL management, dissemination of data and clinical trial recruitment.
- 3) Know how to integrate digital initiatives in a balanced Medical Mix while respecting legal and regulatory guidelines.
- 4) Be able to assess the clinical impact of e-medical programmes and how to create KPIs and dashboards to assess the success of your cross-channel activities.
- 5) Learn from well-metricised examples of successful e-medical tactics for physicians, consumers/caregivers and other new stakeholders.
- 6) Be prepared for emerging digital trends that will impact Medical Affairs.

Why You Should Attend

On one hand, there is a strong need from pharma customers (physicians, but also patients, nurses, (hospital) pharmacists etc.) to receive the latest medical information “anytime, anywhere” – on websites, but also on tablet devices and smartphones. On the other hand, pharma is experiencing cost pressures in the promotional space. As a result, more efforts are being put into blended or pure online offerings, which not only result in budget efficiencies, but will also be preferred by time-pressured customers.

The Content: This course not only provides you with an explanation about concepts and methods but also, and more importantly, it discusses the integration of digital in the overall business strategy and medical plans (with practical examples) as well as the perspective of customers and stakeholders, including several best-practice cases.

The Expert: Our expert-trainer, Ben Harbour, has a wide international experience in integrating digital into pharma companies’ business communication processes. In addition, he has also built up a very strong reputation within the international digital pharma community as high-impact consultant and trainer.

The Strategic e-Medical Affairs Course is the only available public training course delivered by Ben Harbour on the topic of digital strategy for medical affairs.

Who Should Attend

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

As this course is delivered by Ben Harbour 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

10:15 The Digital Landscape in e-Medical (1): Stakeholder Needs & Trends

- What are your GPs, KOLs, nurses, payors and patients looking for in terms of e-medical, today and tomorrow and how do they behave online?
- Benefits of online vs. offline channels

10:45 The Digital Landscape in e-Medical (2): Where Is Your Company Today?

- The changing role of Medical Affairs
- The digital maturity of pharma companies: benchmarks and comparison with other industries
- Group Discussion

11:15 Coffee Break

11:30 Designing a Digital Innovation Strategy for Medical Affairs

- The 6 steps to building a multichannel e-medical strategy
- The 6 generic digital strategy types
- Benefits and challenges of owned, paid and earned media

13:15 Lunch

14:15 e-Medical Education: Trends, Best Practices and Case Studies

- Self-service portals
 - *Interactive Exercise: Working in groups, delegates assess an existing portal*
 - *Plenary discussion of group findings*
- Medical education portals
- Virtual congresses

15:15 Coffee Break

15:30 e-Medical Education: Trends, Best Practices and Case Studies (continued)

- Peer to Peer interactions
 - Webinars and webcasts
 - eMSL
 - eKOLs
- 3rd party media

16:45 Close

Group Dinner

Agenda Day 2

09:00 Recap of Day 1

09:15 Budget Planning and Optimising the Channel Mix

- The critical success factors of an effective multichannel Medical Affairs plan
- *Group exercise:*
 - *Working in groups, delegates will need to design an effective multi-channel medical strategy and decide on the tactical mix within a given budget*
 - *Plenary discussion of group results*

11:15 Coffee Break

11:30 The Empowered Patient

- How do patients behave online and how you can best engage with them?
- Patient and carer education: best practice examples
- How to boost the impact of your online patient education

12:15 Lunch

13:15 Social Media and Mobile Opportunities

- Opportunities in social & mobile for Medical Affairs:
 - Patient & HCP communities
 - Medical apps
 - Patient-physician connectivity
- Learn from state-of-the-art examples in the pharma industry

14:15 Impact Measurement: ROI and Other KPIs

- Qualitative vs. quantitative KPIs in Medical Affairs
- Web analytics for e-medical programmes
- Measuring the quality of your e-medical initiatives
- Dashboard best practices – case studies

15:00 Coffee Break

15:15 Emerging Trends in e-Medical

16:00 Close

Learning Methodology

Ben Harbour is very experienced in leading interactive sessions and will actively engage participants in discussions and teamwork.

In addition, group exercises will be used throughout the workshop to help you put 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 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) 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

Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

email: annelies.swaan@celforpharma.com

call: +32 (0)2 709 01 42



Very interesting course, good examples, highly relevant and optimal mix of presentation/discussion/group work!

Boehringer Ingelheim

Jennifer Haddon, TA Digital Excellence
Germany - November 2017



Great content, relevant and current! The 3 most valuable aspects were: digital strategies, new emerging trends and real world examples. I highly recommend this course for anyone looking to continually innovate within their Medical Affairs team.

Sanofi

Jennifer Vernazza, Director, Medical Operations & Strategic Projects
USA - November 2017



This was a true eye opener to the possibilities that are already out there. It will take time to realize all ideas and plans I got from the training but it will be a fantastic experience and a true journey.

Galderma

Sophie Johansson, Global Manager Medical & Scientific Information Medical Affairs
Sweden - May 2017