



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](mailto: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](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? Combine our public courses or organise in-house trainings



Contact Inge Cornelis:

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

## Any other questions?



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

**email:** [annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com)  
**call:** +32 (0)2 709 01 42



*THE course to learn about digital strategies for medical affairs.*

### Gilead Sciences

Chris Robinson, Senior Medical Project Manager  
United Kingdom, March 2018



*It was an excellent 2-day training, which provided me with many incentives and most importantly, specific steps to move forward. I would specifically go back and work on as many steps of the Multichannel TA eMedical Strategy as possible in order to maximize impact and support our strategic imperatives.*

### Novartis

Katerina Mantopoulou, Scientific Excellence & Operations Head  
Greece, March 2018



*Very current and up-to-date facts & figures, good speakers. Networking was a key aspect to me!*

### Merck Group

Frank Buchholz, Associate Director  
Medical Information Operations  
Germany, March 2018