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BUSINESS ACUMEN  
IN MEDICAL  
AFFAIRS



LEARN from Pharma's  
international top experts

**Ben Harbour**

# The Strategic e-Medical Affairs Course

LEARN from interacting  
with your industry peers



*Great speaker with a lot of experience.  
Workshops are greatly conducted and will be  
useful for implementation in the company."*

**Eli Lilly**

Christian Perrudet

**Clinical Research Scientist Dermatology**

Switzerland



# The Strategic e-Medical Affairs Course

## Learn

- The landscape, opportunities and trends of digital communications in Medical Affairs' ecosystem.
- Conceptually understand how digital communication technologies work.
- How to assess and compare the impact of the different communication channels on physicians and patients.
- How to design a multi-channel innovation strategy for Medical Affairs (MA) in 6 steps.
- Best practices, cases studies, dos & don'ts of Med Ed, social media, mobile applications, etc.
- How to integrate digital initiatives in the MA mix while respecting legal and regulatory guidelines.
- Which KPIs to use to assess the success of your multi-channel MA activities.



## The Expert

Ben Harbour

- Managing Director UK with Across Health, Europe's leading consultancy specialised in omnichannel customer engagement strategies for life science organisations.
- Ben Harbour is a Strategic Advisor to pharma, biotech and medical device companies on multi-channel communication programmes at the corporate, regional and brand level.
- He has extensive international experience spanning the clinical, medical and commercial phases of product development across a wide range of therapeutic indications.

## Dates & Locations

18-19 March 2021 (live online)

27-28 May 2021 (live online)

Visit [www.celforpharma.com](http://www.celforpharma.com) for registration fees and updates.

## Additional Benefits

- Receive Across Health's book *Delighting Pharma Customers in the Omnichannel Age*.
- Benchmark your digital activities against other companies and learn from other MA executives how to overcome some of the challenges you are facing.

## What Participants Say About This Course



*It was a really valuable and enjoyable course, with a very engaging and enthusiastic teacher, which helped keep the energy going."*

### Galderma

Adaugo Onyeodor

Medical Science Liaison

United Kingdom (December 2020)



*Ben is a great communicator, getting to the core of what is needed and what is valuable to know when working in MA and with a practical mindset to make the course relevant to the daily job of a MA professional."*

### GlaxoSmithKline

Emilio Santoro

Medical Affairs Principal Scientist

Switzerland (October 2020)



*Amazing content, spectacular delivery, excellent interactions, outstanding preparation & logistics, excellent outcomes and extremely valuable knowledge!"*

### Fresenius Kabi

Carlos Vasquez

Senior Education & Training Manager

Germany (October 2020)

# 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

## 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

The above agenda is for the face-to-face format. The online version of this course will cover the same modules, but the format and timing will be adapted to suit the online training setting.

Timing of the online course on both days will be (approximately) 10:00 -17:00 CET

Please take into account that all hours are noted in Brussels Time, so carefully convert into your local time zone!

Subscribe to our NEWSLETTER at [www.celforpharma.com](http://www.celforpharma.com) to receive tips & insights from our expert faculty.

# 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.