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LEARN from Pharma's  
international top experts

**John Weinman & Natalie Newell**

# Understanding Patient Behaviour & Developing Personalised Solutions

LEARN from interacting  
with your industry peers



*Really good course to learn the basic principles regarding PSP programs. Relevant topics, experienced speakers, and a complete program!"*

**Shire**  
Amanda Wildenburg  
**Lead Patient Services**  
The Netherlands

# Understanding Patient Behaviour & Developing Personalised Solutions

## Learn

- The drivers of patient health behaviours (e.g. non-adherence to medication).
- How to identify and interpret specific individual drivers of health behaviours.
- Actionable steps to design or enhance personalised solutions that address these drivers.
- Identify strategic behavioural change opportunities that contribute to commercial brand outcomes and optimise healthcare resource utilisation.
- How to design and develop personalised interventional content that engages all stakeholders.
- Understand the application of digital technology for delivering personalised, scalable support experiences.
- Dos & don'ts for managing regulatory restrictions, effective enrolment and regional implementation.



## The Experts

John Weinman  
& Natalie Newell

- Prof. John Weinman is a prominent expert in the field of patient health behaviours and is Head of Health Psychology (Europe) for Atlantis Healthcare, global leaders in patient behaviour change & adherence solutions.
- Natalie Newell is a Global Patient Strategy Director for Atlantis Healthcare with expertise in designing, developing and implementing global patient awareness and activation strategies, global and local patient support programs, as well as payor and market access strategies.

## Dates & Locations

19 November 2020 (digital format)

20 May 2021, London

25 November 2021, Brussels

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

## Additional Benefits

- You will have the unique opportunity to interact with Prof. John Weinman, one of the world's leading experts on improving patient adherence.
- The programme includes an interactive session during which you can discuss the challenges you are facing in your current patient/caregiver/HCP support solution(s).

## What Participants Say About This Course



*Great frameworks. By looking at what experts have already researched and published, we could save a lot of money spent on unsuccessful PSPs and on market research in which we try to understand patients!"*

### Amgen

Irena Majcen

**Business Analysis and Information**

- **Customer Experience**

Switzerland (June 2019)



*Great course from experts in a small group setting to enhance learning. Very well organised."*

### Roche

Ciara O'Brien

**Medical Manager**

United Kingdom

(June 2019)



*Great and detailed introduction into behavioural science, including methodological insights which can be applied in practice."*

### DSM

Peter Szabolcs

**Corporate Science Fellow**

**Human Nutrition & Health**

Switzerland (June 2019)

# Agenda

## 10:00 Welcome

## 10:20 Introduction to Behavioural Science and Patient Behaviour

- Cognitive and behavioural impact of illness
- Types of behaviour and the importance of the core desired behaviours, i.e. 'adherence' and general 'self-management'
- Short interactive task to identify your drivers of health behaviours

## 11:15 Coffee Break

## 11:30 What are the Drivers of Health Behaviours?

- A new approach to classifying drivers of health behaviours
- The importance of beliefs in determining behaviour
- Role of illness and treatment beliefs
- Short interactive exercise to demonstrate the importance of patient beliefs

## 13:00 Lunch

## 13:45 Personalising Solution Design to Increase the Uptake of Desired Behaviours

- Multiple approaches to personalisation and segmentation
- Using feedback data to enhance the personalised experience

## 14:30 Facilitating Desired Patient Behaviours

- Understanding and identifying the behavioural journey to:
  - Design tools to enhance shared decision making
  - Activate patients to engage with their treatment or visit a HCP
  - Create digital educational and self-management modules

## 15:30 Coffee Break

## 15:45 Interactive Session – Developing Personalised Solutions

- Identifying solution needs from case examples
  - Applying behavioural science in your solution
  - Practical steps to implement your solution

## 17:00 Closing Remarks

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

Timing of the online course will be:  
10-12 AM (CET) + 13-17 PM (CET)

# Registration Form

Complete the below form and email to [inge@celforpharma.com](mailto:inge@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?**

**Inge Cornelis**  
+32 2 709 01 43  
[inge@celforpharma.com](mailto:inge@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.