**Best Practices in Pharma Product Launch**

**Driving a successful product strategy in a dynamic & challenging new commercial landscape**

**Event Overview**

In recent years the pharmaceutical industry has faced several challenges. Among these, the economic crisis affecting governments across the developed world has led to strict austerity policies which is also affecting healthcare spend and therefore market access for “expensive” drugs and devices. Pipeline pressures due to the current R&D productivity crisis and the big blockbusters coming recently to patent expiration are placing a huge strain on projected revenues. The traditional mass-marketing and sales force model has moved towards that of a focused, key-account management approach, especially focusing on specialty care drugs, typically prescribed by specialists and of high-cost. The specialty care market is growing at around 18% a year whilst primary care growth is near stagnant. Within this challenging environment the industry is looking at more customer-centric approaches to improve the process of bringing new products to market, obtaining reimbursement and market access and managing their blockbuster and legacy products in order to increase prescribing rates and revenues. The importance of a successful launch and a consequent lifecycle management for pharma product’s is unquestionable. However, in this difficult and changing market environment, best practices in launch and product management are not yet widely agreed upon and benchmarking is essential.

It is currently estimated that only 1 in 3 new therapies achieve their expected performance targets when introduced in the market, including branded pharmaceuticals and biotech products. On the other side, blockbuster drugs are still responsible for about 34% of the global market, in a business worth $295 billion. (Ref: IBISWorld) From the 128 blockbusters still under patent it is expected that 13 will lose the patent protection through 2013. In light of this changing situation, it is imperative that the industry look at how to prepare their strategies to better launch, manage and maximise value over the product lifecycle.

This will be a unique event that will provide participants with a specific overview on the best practices towards launch excellence and lifecycle management of primary & specialty care pharmaceutical products. A thorough understanding will be achieved by exploring the perspectives of payers, and examining communication & specialty care pharmaceutical products. A consistent understanding will be achieved by exploring the perspectives of payers, examining communication strategies with all other key stakeholders, as well as learning from the case-study experiences from Pharma industry experts who have successfully overcome challenges to launch innovative medicines in the global market.

**Who Will Benefit?**

**Pharma Industry & Biotech:**


**Solution Providers & Consultants:**

CEOs, Business Development, Senior Consultants, Regional Heads

**Why Attend?**

✦ Learn how the industry is adapting to the changing environment in order to successfully launch and manage lifecycle.
✦ Understand how to achieve launch excellence by hearing different perspectives from industry and payers.
✦ Learn innovative ways of efficiently engaging stakeholders and maximize launch & lifecycle management.
✦ Learn how to translate your global product and brand strategy to the local level and responding to specific needs.
✦ Appreciate perspectives from members of cross-functional teams essential to product success.
✦ Hear case studies on successful product launch and lifecycle extension from industry leaders.
✦ Benchmark, network and co-operate with Pharma & non-pharma decision makers.

**Your Prestigious Speaker Panel:**

**PHARMA INDUSTRY EXPERTS**

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08.30 Registration & Coffee

09.00 Chairperson's Overview: Debraj Dasgupta, B.Pharm, MBA, Head of Specialty Commercialization and Patient Adherence, Novartis, Switzerland

OPTIMISING PRE-LAUNCH ACTIVITIES & CO-ORDINATION

09.10 The future of specialty product launches – Next generation customer strategies
- Understanding and mapping the current and aspirational patient journey.
- Mapping stakeholders and behavioural objectives to maximise customer experience.
- Designing future-oriented roles and services to create new business models.

Debraj Dasgupta, B.Pharm, MBA
Head of Specialty Commercialization and Patient Adherence
Novartis, Switzerland

09.50 Managing the pyramid of marketing, sales and stakeholders
- Strategic alignment to match your sales strategy to your tactics and specific programmes.
- Product launch case study for cardiologic drug.

Frederic Bernabeu, Sales Force Director
Pierre-Fabre, France

10.30 Translating global strategies into local implementation
- Identify the right Key Performance Indicators.
- Early stage course correction from an average product launch to a successful one.
- Problem solving and continuous improvement culture as key success factors.

Elisa Superbi, Launch Excellence Champion
GlaxoSmithKline, Italy

11.10 Networking & Coffee Session

11.30 Overview of pre-launch activities (Regulatory, price and reimbursement issues) in Romania: Affiliate-level case-study
- Practical exercise for regulatory submission.
- Price and reimbursement regulations.
- Claw-back update regulation.

Cristina Iosif, Regulatory Affairs Coordinator
Abbott, Romania

12:10 Panel Discussion: What are the key considerations for a successful product launch?
- Managing global pricing strategies.
- Raising and ensuring awareness for niche products.
- How to measure success and when to measure?

Debraj Dasgupta, B.Pharm, MBA
Head of Specialty Commercialization and Patient Adherence
Novartis, Switzerland

Frederic Bernabeu, Sales Force Director
Pierre-Fabre, France

Cristina Iosif, Regulatory Affairs Coordinator
Abbott, Romania

12.50 Luncheon Break

14.00 Targeting payers for new product communications - Key trends and considerations
- What is driving change in payer-industry interactions?
- New product learning priorities: Payers vs. Prescribers.
- Achieving internal alignment at HQ.
- Enhancing local payer engagement.

Richard Mee
Value Communication Lead
Popewoodhead, UK

14.50 Why is it important to involve payers early in drug development?
- Identifying potential opportunities for new drug developments.
- Understanding clinical practice and the drivers for change.
- How do payers assess and evaluate new drugs?
- What information do payers require?
- What are the implications for the pharmaceutical industry?

Sue Kilby, Macmillan Pharmacist
West Sussex and Hampshire (SWSH) Cancer Network, NHS, UK

15.30 Networking & Coffee Session

16.00 Differential pricing of medicines for unmet medical needs
- A question of solidarity.
- Voluntary Code of Conduct: Soft law approach for access to innovative drugs.
- Transparent market entry plan.

Johan Van Calster, Administrator Clivan, Policy and Government Affairs Office for Medicinal Products (Former Head of the Belgian Medicines Agency)

16.40 Panel Discussion: How do market access issues impact product launches?
- How best to plan for market access in your launch strategy?
- What are the most successful ways to engage stakeholders?
- What information is the most important?

Sue Kilby
Macmillan Pharmacist
West Sussex and Hampshire (SWSH) Cancer Network
NHS, UK

Johan Van Calster, Administrator Clivan, Policy and Government Affairs Office for Medicinal Products (Former Head of the Belgian Medicines Agency)

Richard Mee
Value Communication Lead
Popewoodhead, UK

17.20 Chairperson's Closing Remarks

17.30 End of Day One

19.30: EXCLUSIVE NETWORKING DINNER FOR ALL EVENT ATTENDEES
MARKETING APPROACHES TO ENSURE SUCCESSFUL PRODUCT LAUNCH

09.10 Partnering with today’s new stakeholders to improve differentiation
✦ Discover more about health related aid.
✦ How The Global Fund could help with a product launch or differentiation in general.

Jon Bastow
Portfolio Manager, Relationships
The Global Fund, Switzerland

✦ Identifying bottlenecks in product and healthcare integration into the clinical setting.
✦ Early involvement of key stakeholders in the innovation cycle.
✦ Improvements to strategic decision-making.
✦ Current applications: EU FP7s, ITFOM and others.

Ir. Jonathan A. Lal,
Project Manager
Institute for Public Health Genomics, Maastricht University, Netherlands

13.10 Achieving launch excellence through superior cross-functional collaboration to maximize revenue
In this case study, discover how a world class pharmaceutical company used an innovative web-based platform to achieve launch success and exceeded the forecast by collaborating with the cross-functional teams in particular Marketing, Market Access, Clinical, Medical Information and Sales to deliver a superior result.

In addition the presentation will cover key aspects of launch such as:
✦ Visibility of launch status: How does the team gain a clear insight into the status of issues, risks, milestones and key decision documents for important launch activities?
✦ Cross-functional collaboration: How to enable global and distributed cross function teams to work together and have real time visibility of information.
✦ Execution efficiency: Ultimately how does the launch team transform the launch strategy into tangible outcomes?

Janaki Joshi
Chief Executive Officer
Iris Interactive Corporation

INTERACTIVE WORKSHOP: STAKEHOLDER ENGAGEMENT FOR SUCCESSFUL LAUNCH AND LIFECYCLE MANAGEMENT

13.50 Workshop: Managing stakeholders to achieve a successful launch and lifecycle management
✦ Understand what motivates the main stakeholders within the new commercial model (Payers, regulators and patients) to enhance product launch and lifecycle management.
✦ Managing and engaging stakeholders: Payers, regulators and the patient groups.

Katrien De Groote
Founder
InnoSens Consulting BVBA, Netherlands

16.50 Chairperson’s Closing Remarks

17.00 End of Day Two
Debraj Dasgupta, B.Pharm, MBA
Head of Specialty Commercialization and Patient Adherence
Novartis, Switzerland

Debraj is currently responsible for leading the Specialty Commercialization and Patient Adherence team at Novartis global headquarters in Basel, Switzerland and within his tenure has been responsible for establishing new commercial capabilities around patient journey development, launch commercialization and worldwide best practices around patient adherence. Previously he has led multiple commercial functions within Novartis including strategic planning and M&A, marketing research, competitive intelligence and business analytics. He has an overall pharmaceutical industry experience of 15+ years across sales and marketing leadership roles within multiple geographies.

Cristina Iosif
Regulatory Affairs Coordinator
Abbott, Romania

Cristina is a physician and pediatrician. She graduated for the University of Medicines Bucharest, Romania. After years of clinical practice, she joined a pharmaceutical company (Abbott products). She took the challenge step by step: medical representative, product manager, business unit manager, and from the end of 2011 till 2016, International Regulatory affairs. Cristina also works in community pharmacy and is still active in pharmacy politics and education. She understands the NHS and the needs of the pharmaceutical industry. She has a MBA, Diploma in Marketing and a health economics qualification which means she is able to advise clients on strategy development, recognizes and within his tenure has been responsible for establishing new commercial capabilities around patient journey development, launch commercialization and worldwide best practices around patient adherence. Previously he has led multiple commercial functions within Novartis including strategic planning and M&A, marketing research, competitive intelligence and business analytics. He has an overall pharmaceutical industry experience of 15+ years across sales and marketing leadership roles within multiple geographies.

Sue Kilby
Macmillan Pharmacist Surrey, West Sussex and Hampshire (SWSH) Cancer Network
NHS, UK

Sue has over 30 years of experience in healthcare. She is a pharmacist and has worked for a number of global pharmaceutical companies and healthcare consultancies in marketing, health policy, government affairs and business development. Prior to joining the pharmaceutical industry Sue was a Pharmaceutical Adviser and a hospital chief pharmacist. She has also worked in community pharmacy and is still active in pharmacy politics and education. Sue understands the NHS and the needs of the pharmaceutical industry. She holds a MBA, Diploma in Marketing and a health economics qualification which means she is able to advise clients on strategy development, recognizes and within his tenure has been responsible for establishing new commercial capabilities around patient journey development, launch commercialization and worldwide best practices around patient adherence. Previously he has led multiple commercial functions within Novartis including strategic planning and M&A, marketing research, competitive intelligence and business analytics. He has an overall pharmaceutical industry experience of 15+ years across sales and marketing leadership roles within multiple geographies.

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Johan Van Calster, Administrator Clivian, Policy and Government Affairs Office for Medicinal Products (Former Head of the Belgian Medicines Agency)

Johan Van Calster (McPharm – KU Leuven, Industrial Pharmacist, Postgraduate in Business Administration – KU Leuven, Pharmaceutical Engineering – UC Louvain) is founder and administrator of Clivian bvba since April 2007, a Policy and Government Affairs Advice and Management Company for Medicinal Products, Human Blood Derivatives, Medical devices and IV Diagnostics, offering professional services for Stakeholders (Industry, Governmental Departments, Professional Associations) in the Health Care environment. Johan has more than 30 years of international experience within the health care sector, US and European multinationals, professional unions, and Belgian Medicinal Products Authorities. His experience in general management, marketing, scientific liaison, manufacturing, quality systems, government and professional relations management is related to his entrepreneurial spirit, his results and people oriented attitude and good communication skills. He is also an active member of different associations in the medical and pharmaceutical field. In the Belgian public sector, he executed the mandate of Director-General of the Directorate-General for Medicinal Products (currently the Belgian Medicinal Products Agency) and he was in charge of the e-MED project for the electronic prescription of medicinal products. Further mandates were: Chair PPTA Belgium (1999-2003), member of Management Board EMEA (2003-2006), lecturer Pharmaceutical Management (Pharm. Dept. KU Leuven 1992-2000), chair of Famedeven and board member of Alumni Lovanienses (KU Leuven as from 1999 ongoing).

Katrien de Groote
Founder, PhD. in Pharmacy
INNOSENS bvba, Belgium

Katrien holds a PhD. in Pharmacy from the Catholic University of Leuven. During her 14-year career in the pharmaceutical industry, she built up an in-depth knowledge of the pricing and reimbursement environment and market access opportunities within the European Union. She built up a strong network with Key Opinion Leaders in several diseases areas, Health Authorities and Payors within Benelux. As of January 2012, Katrien has founded INNOSENS bvba, devoted to market access and innovation projects in Benelux combining this with a passion for (inter)personal growth/development.

Richard Mee
Value Communication Lead
Popewoodhead, UK

Having accrued 10 years consulting experience working on and leading a wide variety of pricing, market access and HEOR projects for both global and local clients, Richard joined Pope Woodhead & Associates in early 2012 to lead their Value Communications team. Since then he has been focused on understanding the changing role of value communications in today’s challenging Pharmaceutical market; and encouraging clients to explore new ways of aligning internally and engaging customers. Based in Cambridge, Richard has a BSc in Biology from Durham, and a Diploma in Communications from the CAM Foundation.