

# Post-Event Workshop - June 14th

## Advancing Clinical Research in Turkey, the Middle East & North Africa

### Workshop: Maximising Potential of High Performing Clinical Teams

Venue: Point Hotel Taksim - Istanbul, Turkey - Workshop Date: June 14th, 2012

## Post-Event Workshop

### WORKSHOP LEADERS

**Janaki Joshi**  
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## NURTURING & MAXIMISING POTENTIAL OF HIGH PERFORMING CLINICAL STAFF

### OVERVIEW

Learn proven techniques to develop and nurture clinical staff (whether your own, at a CRO or a site) to perform at or beyond expectations. These techniques have been developed over many years managing small and large trials in emerging markets across the Middle-East, Africa, Eastern Europe and Asia.

**08.30** Workshop Registration

**09.00** Workshop

### OUTLINE:

#### ◆ Best practices and lessons learned from conducting clinical trials around the globe

1. Learn to select the right international collaboration.
2. Recognize and embrace cultural challenges in international collaborations.
3. Integrate religious and cultural holidays in your recruitment plans to reach success.
4. Understand the impact each culture has on estimating techniques, meeting practices and overall communications.

#### ◆ Ensure seamless execution and high quality deliveries despite cultural challenges

1. Master cost, time and people issues.
2. Develop effective communication skills and master relationships within clinical staff.
3. Respond effectively to non-conformances, failures, deviations and complaints by identifying root causes and implementing corrective and preventive actions.
4. Benchmark against best practices in running clinical trials in emerging markets.

#### ◆ What drives high performers?

1. Design a performance environment that motivates all through clear expectations and consequences.
2. Mitigate and effectively manage potential risks. Apply a systematic method to prevent potential delays.
3. Recognize clinical staff personal drivers and use them to influence site personnel and investigators to meet and exceed your expectations.
4. Learn proven processes for influencing and coaching others toward excellence.

### Several case studies will be used during this workshop including:

- ◆ A global launch in emerging market: The pill problem.
- ◆ 5 real performance scenarios that could lead to quality audit findings.
- ◆ Selecting the right environment and collaborations for a new compound.
- ◆ Others.

**12.30** End of Workshop



## NextLevel Pharma: Upcoming Event

**CLINICAL DEVELOPMENT LEADERS FORUM**

Rethinking the clinical development pathway to add value to your pipeline whilst maximising efficiency and shortening clinical timelines.

Brussels, Belgium October 15th-17th, 2012