

Perfecting your Pharmaceutical Marketing Plan

Charting a long-term marketing plan within a global structure and local affiliate framework

Grand Hyatt Hotel, Singapore

25th & 26th August 2008

*“Maximising the ABCs of **Blocking and Tackling** to **Optimise ROI** on your marketing plan”*

Professor Carolyn Choh Fleming

This course is the result of a partnership between marcus evans and Professor Carolyn Choh Fleming.

Participants who successfully complete this course will receive an official Certificate of Attendance from marcus evans

Driving local success with innovative, dynamic and responsive product management strategies



Your international trainer:

Professor Carolyn Choh Fleming Professor of Pharmaceutical Marketing

Saint Joseph's University's Pharmaceutical Marketing Graduate (MBA) and Undergraduate (BA) Department Philadelphia, Pennsylvania

Professional Experience:

- Vice President of Saatchi & Saatchi, New York, NY
- Product Director of Gynetics, Inc., New Jersey
- International Strategy Manager, Wyeth Ayerst, Women's Health, Philadelphia, PA
- Product Manager of Forest Laboratories Inc, New York, NY
- #1 Sales Rep of Rhone Poulenc Pharmaceuticals, Philadelphia, PA
- Market Research Analyst of Yankelovich Clancy Shulman, Connecticut
- Board Member of Asian Bank
- Advisor, China CEO Club of The World Trade Center of Greater Philadelphia
- Consultant to pharmaceutical companies for crafting their brand plans
- Abbott, Novartis, Forest, Eisai and Den Mat Pharmaceuticals

Attend this two-day professional training course and secure expert advice on acquiring the following tools:

- **Identifying** ways to generate extraordinary business in the changing & challenging pharmaceutical industry
- **Fortifying** what we need to do to ensure outstanding inline product success
- **Leveraging** on brand assets within the global context
- **Structuring** best practices with home office to gain maximum resources
- **Selecting** areas for tactical emphasis with a predictable level of RX confidence
- **Generating** a messaging platform rollout
- **Discovering** the best practices in product lifecycle strategy and operation

The participants will also benefit from:

- **Achieving** greater knowledge and enhanced skills to benefit you and your organisation
- **Learning** better through lively interactive sessions: brainstorming, exercises and group discussions
- **Networking** with and learning from other experienced product managers / peers in the industry

Pre-course questionnaire:

To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to all course participants to establish exactly where your training needs lie. The completed forms will be analysed by the course trainer. As a result, we ensure deliverance at the appropriate level and issues you regard as relevant are addressed. The comprehensive course materials will enable you to digest the subject matter in your own time.

A valuable opportunity for delegates to profit from the wisdom of a Professor of Marketing from a leading Executive Pharmaceutical Marketing MBA course in US, with a 15-year career in sales and marketing both domestically and globally, primarily in the pharmaceutical industry, on how to win prevail in today's pharmaceutical environment

Endorser



***Early Bird & Group Discounts**
Ask about our savings

Defining and charting a long-term marketing plan

Pre-session One – Breaking the Ice

This first interactive session will be simple but interactive to create a relaxed and open atmosphere - one that engages participants to open up their minds to new information

Session One

Industry backgrounder

- Review context of industry size and brand size
- Revenue generation model of traditional pharmaceutical block buster
- Evolve, moderate or revamp the current model to accompany future flow of new products and maximise trajectory growth for a much lower price.
- Understanding context of global strategy
- Establishing a local framework for long-term success

Session Two

Generating product management daily success schedule

A marketing manager's daily schedule is far from mundane. Between monitoring and preparing press release contents, to brochure design approval and printing, to photo shoots with advertising agencies, to meetings with doctors and KOLs, product managers must remain focused and prioritise. In this session, delegates will see that utilising a daily schedule software will make a huge impact on productivity and your marketing plan.

- What is the overall framework a product manager should have in mind?
- What should your daily dashboard look like, and why?
- Which changes in the healthcare environment are pertinent and what are simply distractions?
- How early can you discern a key opportunity? What are some ways to respond?
- How do you prioritise a threat? What are your next steps then?
- How do you manage the daily stress test -- Initiate a model for contingency planning?
- How do you manage to learn to step away and look at strategic issues as well as drill down quickly to tactical implementation

Session Three– Regional Case Study

Tactical implementation within a global framework

Developing your product strategy – Yearly versus over the lifecycle

The second session assumes that after a brand manager had received some direction, however vague or clear, from the head office, the manager is tasked to develop a positioning that will be somewhat "evergreen" in the market that will take it through several planning cycles. For effective execution, the brand manager has to have a crystal clear idea of the space the product occupies in terms of category, class and current competitive positioning

- Identify maturity of disease category the product is entering and potential paths of response
- Define how wide the product concept can extend, thus, setting reality "boundaries" – a direct implication of category maturity
- Determine maturity of the class within the category and the implications of resource allocation
- Understanding daily blocking and tackling issues in response to competitive moves
- Managing local market within the global context

Why you cannot miss this event

The pharmaceutical market is undergoing significant change. On the demand side, there are shifts in power between different types of customers (physicians, patients, payers), and changing expectations towards the industry. On the industry side, cost pressures and thinning pipelines trigger mergers and acquisitions, while changes in technology, regulation and globalisation favour the entry of only the best of new competitors.

Competition from generics and pricing pressures in the healthcare market continue to create pressures for reduction in costs in all parts of the pharmaceutical value chain. Patent protection loss will generally siphon off sales as steeply as 70% within a year.

Thus, pharmaceutical companies embark on various strategies, limited though they may be, to meet with these challenges that may encompass aggressive marketing and promotions, partnerships and mergers and diversity in product development. Economic forces too are a catalyst in the burgeoning industry. In particular, governments are spearheading all efforts in a bid to cap healthcare spending whilst insurance giants are pushing for the declassification of certain prescriptions.

Session Four

Generating customer loyalty in a highly regulated environment

The essence of brand building is different in the pharmaceutical arena owing to patent life extinction and paradigm-shifting innovation in disease management. As such, brand-building takes on a radically different complexion from that of a traditional packaged goods approach to brand and customer loyalty

- Evaluating how much to build into CRM for the brand or franchise based on patent exposure – when to build, when to walk away
- Defining and assessing the market by customer segmentation
- Conducting research and data mining - Obtaining data from doctors, payers and patients
- Surveying and creating the Market Perceived Quality Ratio for your brand
- Tailoring CRM tactics against each segment
- Managing expectations - Is the customer always right?

Practical skills development: Testing your skills in brand positioning development - Brand "Idol"!

Delegates will be divided into small groups - each team will develop a brand positioning based on Product X description. This exercise is fun, challenging and interactive.

Participants will create the survey for designing an MPQR, generate results through survey monkey or other survey instrument, among room participants and based on that develop a preliminary concept and messaging platform.

A panel of trainer and guest speakers will judge this exercise. Interesting but not modestly-priced incentives could be awarded - PLC Brand manager Idol Winner(s)

Workshop – Defining and charting long-term marketing plan within a global structure and local framework offers the essential best practices and creative approaches in brand building within your local market but leveraging your global home office assets.

The workshop modules are carefully allocated to promote creative thinking, improving, some degree of lifecycle management, current hot issues and strategic solutions to various challenges encountered in the tough regulatory environment, best practices for influencing prescribing behavior.

Interactive sessions are specially designed for this course which strongly encourages active participation in sharing and knowledge update amongst practitioners. This will be the ideal learning platform to enable skills and leadership enrichment of delegates.

Wrap Up Day One

- Look ahead to Day 2 – review top-line, the case studies – provide 20 minutes for reading the case (1)
- Review case questions to facilitate case comprehension and data interpretation
- Review product manager framework within context of the case
- Look at an example of a product from any of the participants' in terms of its brand, category space and how to manage its positioning within the current framework
- Enforcing direct accountability – with the home office and within the local context
- Review expectations of Case 2 - advantages of role playing

Who should attend

This workshop will benefit those who are or will be managing a pharmaceutical product portfolio and who need to get a clear understanding of the industry specific best practices. The course is also designed for product/ marketing / business development personnel who are involved in pre and post- launch planning and on-going management of the commercialisation of products, particularly Directors or Heads or Managers of:

Primary areas:

- Business Development
- Product Management
- Brand Management
- Marketing Research
- Medical Affairs
- Pharmaceuticals companies
- Generic (OTC)
- Marketing & Sales
- New Product Development
- Strategic Planning / Alliances
- Research & Development
- Regulatory Affairs
- Prescription (Rx)

Secondary

- Marketing research consultants
- IT software providers
- Sales force training consultants

From industries of:

- Pharmaceuticals
- Biotechnology/ Biopharmaceuticals/ Biomedical
- Life Sciences

Session One**Strategic analysis of managing brand perception**

- Mapping the brand and category ecosystem
- Learning how to reframe your product within a tight market even when a late entry
- Reviewing key strategies, critical success factors in the case study
- Understanding clear difference between strategy and tactics, and how one measures ROI based on tactics aligned to strategy
- Learning how to reframe your product within a tight market even when a late entry

Session Two**Practical case study - "What if" scenario**

Now you try it - delegates will be grouped into small teams and will be asked to allocate resources appropriately given the expanded situation based on the case review

- Pinpoint positioning
- Identify chronological message platform
- Establish 2-4 strategic thrusts
- Generate 3-4 tactics per strategy
- Clarify use of different communication channels and the relevant goals for data gathering, sales and customer service management – sales force, e-channel, print
- Identifying elements and examples of creating a customer-centric business
- Finding milestones that can be used as proxies for ROI

Session Three**Regroup – Sharing results and practicum part II**

How to posture your results – what if this was your presentation to the global home office?

- How to deliver bad/weak news
- How to create need and best reception for your concept and plan
- Clarify the difference between a data dump of situation analysis and next steps
- Differentiating yourself clearly with critical thinking and relevant creative solutions
- Importance of being the brand champion

Session Four**Reviewing your advertising agency case - your largest marketing expense**

So you are stressed, shorthanded and screaming for more manpower – Leveraging your Agency Partners

- Delegates will get an opportunity to re-read their case from Day 1
- Take notes on their respective roles
- Delegates will have to play different roles in different scenarios and develop responses
- Identify best practices, through role playing in responding to crisis management, using agencies and providing corresponding learning into a data bank for future product managers

Session Five**Interactive Exercise - Managing a crisis**

Participants will be paired into teams and a starting scenario. Each team will be given egg timers and short times to develop countdown. At each ring of the timer, additional information will be given to change the dynamics of the situation; each team is expected to respond to the new facts and issues in place

Wrap Up Day Two – Finale

- Discern clear roles of how to manage, facilitate and optimise expanded team resources through agencies
- Review case takeaways to reinforce how to handle day-to-day resource allocation
- Provide best practice product manager framework for advocating brand and franchise message, platform and resource optimisation
- Look ahead at other tools

Programme Schedules**Day One & Two**

0830	Registration & coffee
0900	Workshop commences
1030	Morning refreshments and networking break
1100	Workshop re-commences
1245	Luncheon
1345	Workshop commences
1500	Afternoon refreshments
1520	Workshop re-commences
1730	Workshop concludes

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact **Sarah Faradilla** on +603 2723 6600 or email sarahf@marcusevanskl.com to discuss further possibilities.

About your course trainer

Professor Carolyn Fleming is a full-time Professor of Marketing at Saint Joseph's University's MBA, MIM and Pharmaceutical Marketing Programs. She teaches in both the graduate and undergraduate Pharmaceutical marketing and International Marketing departments. She joined Saint Joseph's after a 15 year career in sales and marketing both domestically and globally, primarily in the pharmaceutical industry. As a Professor of Pharmaceutical Marketing, her research focuses on health outcomes from different promotional channels especially DTP and DTC, and on the Pacific Rim, particularly in the healthcare and pharmaceutical sector. Apart from being the faculty advisor to the student pharmaceutical organisation, PILOT, (Pharmaceutical Industry Leaders of Tomorrow), Professor Fleming's dedication was recognised when she was awarded for outstanding Teaching Award in 2006.

A native of Singapore, Professor Fleming was born in Malaysia, and grew up in Malaysia, Singapore, Japan and Hong Kong. She speaks Mandarin, Cantonese and some Japanese. A recipient of the Teagle Foundation and the Cornell Tradition Scholarship, Professor Fleming studied Asian Studies and Biochemistry at Cornell University. She received a Cornell Fellowship to complete her MBA directly after her undergraduate studies. She joined Corning Glass International after pursuing her MBA, and worked on the feasibility and transfer of several manufacturing lines from New York to Brazil. She left Corning to work at Yankelovich, Clancy Shulman, on the Pacific Monitor™. This was a proprietary forecasting tool for forecasting trends in Asia Pacific and its impact on major markets for clients such as Steelcase, CNN, AT&T, Embassy Suites, American Express and Waste Management.

Her experience in pharmaceuticals ranges from sales at Rhone Poulenc Rorer (now Sanofi-Aventis) and marketing at Forest Labs, Wyeth, Gynetics and teaching at Saint Joseph's University, a top-ranked Executive Pharmaceutical MBA program. In Asia, she had helped local affiliates establish a women's health market for Wyeth International, competing against centuries-old traditions and entrenched "holistic" medicines. She also handled anti-generic issues emerging from Taiwan manufacturers, logistical issues in transferring technology from the US to Ireland, and regulatory and pricing issues within individual Asian submarkets.

Professor Fleming has also consulted for Rototech, and was involved in the import/export of power surge protectors, bulk printing, gift accessories and small electronic components. Her work involved manufacturing products in Hong Kong and China and importing them into the US. As a consultant, Professor Fleming consults broadly to pharmaceutical companies to craft their brand plans. Some of the multinationals currently utilising her services include Abbott, Novartis, GSK, Eisai and Den Mat Pharmaceuticals. Professor Fleming works on various projects involving measurement/ feedback and trainings for product managers.

Professor Fleming has also been a visiting professor at Nanjing Pharmaceutical Institute in Nanjing, China. In March 2005 Professor Fleming led a graduate study tour to key ASEAN countries- Singapore, Malaysia and Thailand, as well as Hong Kong and Shenzhen. She subsequently led another tour in May 2008 to Tokyo, Beijing and Shanghai where they met with key industry leaders such as Ken Munekata, President of Sony Pictures Entertainment. She is also a frequent speaker at various international and pharmaceutical forums such as the World World Trade Center of Greater Philadelphia, where she spoke on the "Changing Landscape China" in 2004 as well as IP issues in Asia Pacific in 2005. She also spoke at the recent EXL Pharma Summit in May 2008, on How to Recognise and Manage Sales Force Changes to meet the new challenges of today's market, and in November 2007, on how to Leverage technology to enhance sales force skills at the annual Sales Summit for Pharmaceutical Executive. She is also a regular voice in various journals such as Medical Marketing and Media, Chemical & Engineering News and The Pharmacist. Her past board work includes The Asian Bank and the Maternity Care Coalition, and she currently on the board of advisors for CGFNS and various e-marketing web platforms.

As past Vice President/Account Supervisor of Saatchi & Saatchi Advertising, New York, Professor Fleming managed the agency's women's health multi-million dollar account. She was also responsible for creating long-term strategy for the diabetes franchise, coordinating different agencies for tactical planning and implementation, and providing support to clients in day-to-day product management - sales, sales training, regulatory, packaging, legal and promotion/print interface, e-business coordination, advocacy and convention support. During her tenure at Gynetics, Professor Fleming launched the first emergency contraceptive in the United States, the PREVEN™ Emergency Contraceptive Kit. Her other concurrent launch duties also included public relations, DTC strategy and positioning, market research, professional promotion and advocacy development. Professor Fleming was responsible for all supporting communication efforts including corporate and product web sites as well.

During her career in Wyeth Ayerst International headquartered in Pennsylvania, Professor Fleming led the international launch of hormone replacement therapy advocacy activities in Asia, and the initiation of new low-dose oral contraceptive products in Asia Pacific and Europe. Her home office responsibilities also included global product management training of both Asian and European product managers.

About the Endorser

The **Pharmaceutical Society of Singapore (PSS)** is the only professional, non-profit organisation representing pharmacists in Singapore. Originally founded in 1905 as the Straits Pharmaceutical Society, our membership comprises pharmacists practicing in the community, hospital, marketing and sales, distribution, research, regulatory, and academic sectors. Today it is steered by an elected council comprising a president and 11 council members. PSS aims to improve the public's understanding of medication and its use, promote responsible self-care and promote safe and appropriate use of medicines.

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the trainer, who has kindly committed and supported the event.