Pharma morphosis®

STRATEGIC PLANNING for

PHARMACEUTICAL SALES & MARKETING

Conference Date : 27-28 July 2009
Workshop Date : 29 July 2009
Venue : Grand Park City Hall, Singapore

Understand the future. Which route will you take?
Transformation and growth through innovative marketing strategies and alternative approaches in sales and marketing

WHAT THE PRODUCT IS FOR

Strategic Planning for Pharmaceutical Sales & Marketing works to widen market share and improve on sales.

This drug is addictive.
This is only available on a prescription from your company.

PRODUCT DESCRIPTION

What it looks like:
It is a 2-day conference on sales and marketing, with a bonus pack of workshop on sales force training and learning.

Ingredients:
Strategic Planning for Pharmaceutical Sales & Marketing contains 500mg of pharma morphosis® as the active ingredient.

Pharma morphosis® is transformation in the industry brought about by medical, technological and social innovations.

It also contains:
- Product offerings and major trends — country specific issues and strategies (India, Malaysia, Indonesia, Philippines, Hong Kong and Singapore)
- Developments and opportunities in Asia
- Pharmaceutical Outlook 2010 and beyond
- Regulations and policies on advertising and marketing
- Client demands in a changing environment
- In-licensing procedures
- Dealing with increasing patent expirations
- Tools: Market segmentation and targeting of customers
- Branding strategies for the future
- Marketing intelligence and Data analytics
- Updates on: e-detailing and e-visits
- Marketing and sales force function excellence

Manufacturer/Distributor/Supplier:
Strategic Planning for Pharmaceutical Sales and Marketing is made/distributed/supplied in Singapore by Asia Business Forum.

ORGANISED BY: OFFICIAL MEDIA PARTNERS:

For enquiries and registration: Call (65) 6536 8676 or (65) 6536 8437 or visit us at www.abf-asia.com

< Unrivalled Networking Opportunities You Cannot Miss! >
8:00  REGISTRATION AND MORNING COFFEE

9:00  CHAIRPERSON’S OPENING REMARKS
Dean Edwards
Vice President, Sales, Asia Pacific
IMS HEALTH, HONG KONG

9:15: OVERVIEW OF THE PHARMACEUTICAL INDUSTRY IN ASIA
• Developments and opportunities in the region
• Pharmaceutical Outlook 2010 and beyond
• Ethical issues concerning the relationships between medical practitioners & the pharmaceutical industry
• Singapore as Asia’s emerging pharmaceutical hub
Dr Suchitra Kataria
Head, Business Development and In-Licensing
BAYER SCHERING PHARMA

10:00 FINDING DIRECTION IN TIMES OF CHANGE: IMPACT OF THE ECONOMIC CRISIS ON THE PHARMACEUTICAL INDUSTRY
• Global pharmaceutical market’s significant flux and uncertain times. Going forward, pharmerging and early emerging markets that are critical to growth
• Current economic crisis far reaching impacts on the major economies in APAC
• APAC markets: Emerging as highly attractive options
• Certain markets to be reviewed in light of sensitivity to economic downturn
• Re-visiting strategies and reviewing aspirations across therapies, geographies and portfolio
Dean Edwards
Vice President, Sales, Asia Pacific
IMS HEALTH, HONG KONG

10:45 MORNING REFRESHMENT

11:15 UNDERSTANDING PHARMACEUTICAL REGULATIONS AND POLICIES ON ADVERTISING AND MARKETING OF PRESCRIPTION DRUGS IN SINGAPORE
• Knowing key legislation and guidelines
• Relevant principles for advertising and marketing
• Dispute resolution framework
Benjamin Gaw
Senior Associate
DREW & NAPIER LLC

12:00 EVOLVING THE PHARMA MODEL: REINVENTING SALES AND MARKETING IN ASIA
• Innovating in sales - “Customer as the boss”
• Marketing to the masses - the challenge of access
Allan Marx Ancheta
Director of Sales Operations, Business Intelligence & Development
MERCK SHARP & DOHME, PHILIPPINES

2:00 REVOLUTIONISING SALES AND MARKETING ROLES IN THE PHARMA INDUSTRY
• Discovering how key account management can add value to customer experience
• Closed loop marketing and improved key account management
• Establishing “direct-to-patient” marketing strategy
• Sales rep: A well-equipped consultant with value added tools
• Increasing role of PR in marketing roles
Anish Bafna
Country Manager Malaysia & Indonesia
BAXTER HEALTHCARE, MALAYSIA

2:45 MEETING CLIENT DEMANDS IN A CHANGING PHARMACEUTICAL SALES MARKET ENVIRONMENT
• Clients, influencers, stakeholders and changing pharma landscape
• Health is the new wealth
• Emergence of E-health and implications for client demands
• Data and digital implications to meet demand - Sales force effectiveness, research, engagement and influence, social media
• Future of healthcare marketing
Sharn Bedi
Managing Director
DDB HEALTH SINGAPORE & SEA

3:30 AFTERNOON REFRESHMENT

4:00 FACING THE CHALLENGES OF MARKETING AND SELLING PHARMACEUTICAL PRODUCTS AND WHAT CAN BE DONE TO COMBAT THEM
• Dealing with increasing patent expirations
• Best practice sharing on how to minimise impact on generic threat
• Efforts to provide greater value for money
Dr Bernardus Sidharta
Head of Marketing
PT.TAKEDA, INDONESIA

4:45 FORECASTING FOR PHARMACEUTICAL SALES & MARKETING: GOOD PRACTICES IN FORECASTING AND GOOD FORECASTING IN PRACTICE
• Forecasting – Art, science or just a habit in the industry?
• The basics of forecasting you have to know
• Beyond the basics: Good practices in forecasting
• Back to real life in business: Good forecasting in practice
Rudiger Papsch
Managing Director
GFK HEALTHCARE ASIA

5:30 END OF DAY ONE
8:30 MORNING COFFEE

9:00 CHAIRPERSON’S OPENING REMARKS

Dr James Garner
Regional Medical Director for Asia
QUINTILES

9:10 eMARKETING – AN EMPOWERING, ENGAGING AND EFFICIENT WAY OF MANAGING PHYSICIAN RELATIONSHIP

• Overview of eMarketing – The paradigm shift
• What is a good eMarketing strategy?
• Understanding eCME
• What is Web 2.0?
• Role of social media in sales and marketing
• Role of mobile technology in pharma
• Physician relationship management

Dr Zakiuddin Ahmed
Medical Director
MACTER PHARMACEUTICAL, PAKISTAN

9:45 ESTABLISHING AND MAINTAINING RELATIONSHIPS WITH HEALTHCARE PROVIDERS AND PATIENTS

• Multi approach methods that can be employed in fortifying field force efforts by using a variety of channels of communications with doctors
• Technology tools that can be employed to establish information based relationship with patients and improve patient compliance
• Tools to establish greater professional relationships and change physicians prescribing habits and supporting their medical educational needs

Dr Parag Sheth
Vice President, Asia-Pacific
INDIGENE

10:20 MORNING REFRESHMENT

10:40 MARKETING HIGH-VALUE SPECIALIST PRODUCTS IN ASIA

• Specialist products versus ‘mass-market’ products
• Registering specialist products in Asia
• Clinician and patient perspectives regarding high-value medication
• Reimbursement and pricing

Dr James Garner
Regional Medical Director for Asia
QUINTILES

11:15 USING FOCUSED MARKET INTELLIGENCE TO DEVELOP POWERFUL BRAND STRATEGIES

• Pharma market intelligence to improve sales productivity
• Building brand strategy

Dr Sebastien Boisseau
Senior Strategic Planner
MCCANN HEALTHCARE WORLDWIDE

11:50 DEVELOPING EFFECTIVE EDUCATIONAL COMMUNICATION STRATEGIES TO MAXIMISE RETURNS ON YOUR MARKETING

• What educational strategies should one consider for maximising marketing returns?
• How can medical education be best utilised in the pre and post launch phases?

12:25 LUNCH

1:55 LEVERAGING ON BEST PRACTICES IN INNOVATIVE PROCEDURES FOR SALES AND MARKETING EFFORTS

• Outlining the benefits of outsourcing sales functions
• Engaging in joint venture relationships as a win-win situation
• Exploring on in-licensing procedures to compensate for decreases in R&D production
• Trends in clinical trials: Strategies to enhance clinical trial design
• Innovations & updates on software to equip the sales force

Jack Lee Tien-Foo
Country Manager
GLENMARK, MALAYSIA

2:30 ALIGNING SALES AND MARKETING STRATEGY: FROM CLASSROOM TO SIDEWALK

• Promoting branded pharmaceuticals is increasingly difficult
• Current drivers of sales force effectiveness evolution – Why traditional models no longer work
• The needs to align sales and marketing strategy and implementation
• Establishing a strategy model that is both efficient and effective
• Key success factors driving sales & marketing strategy alignment
• Measuring success

Alex Lacheta
Operations Director
INGPHARM, MALAYSIA

3:05 AFTERNOON REFRESHMENT

3:40 MOTIVATING AND KEEPING SALES TALENTS

• Sales talents a vital link for a pharmaceutical business
• The changing profile of sales talents; understanding the N-Gen sales talents
• Talent Relationship Management (TRM) for connecting, engaging, motivating and retaining N-Gen sales talent

Himanshu Dave
Director - Sales & Marketing
ASTELLAS PHARMA, INDIA

4:15 SALES PERFORMANCE VIS-À-VIS FINANCIAL CRISIS; MOVING THE BUSINESS FORWARD

• Applying a dynamic CRM and examining different CRM
• Having consistent sales methodology
• Highlighting of concepts & tools that are easy to integrate
• Keeping sales force morale high to drive sales
• How pharma fit into future structure of health sector
• Taking advantages of the opportunities presented by Asia’s diversity

Dr Bernardus Sidharta,
Director - Sales
ASTELLAS PHARMA,
Indonesia

4:45 CASE STUDY

Panel Discussion

Moderator: Dr James Garner, Quintiles
Panelists: Himanshu Dave, Astellas Pharma
Dr Bernardus Sidharta, Pt.Takeda
Anish Bothra, Baxter Healthcare
Alain Marc Ancheta, Merck Sharp & Dohme
Jack Lee Tien-Foo, Glenmark

5:00 END OF CONFERENCE
Dr Parag Sheth
Vice President, Asia-Pacific
INDEGENE SINGAPORE

Dr Parag has more than fifteen years of strategic thinking, leadership and operational experience across various countries, functions and positions. He started his career as a family physician and then moved to the pharmaceutical industry where he worked in a range of marketing, sales, sales force excellence and medical education. He has a rich and diverse therapeutic and specialty experience. He has conducted workshops with pharmaceutical companies and has held honorary positions in medical associations. Indegenie is global leader, providing services to pharmaceutical companies and medical institutions and offers services in areas such as medical education, sales force excellence, competitive intelligence and medical writing. Indegenie combines its core strengths of strategic thinking, cutting edge insights and cutting edge technology to offer innovative tools and services to pharmaceutical companies across the world.

Dean Edwards,
Vice President, Sales, Asia Pacific
IMS HEALTH, HONG KONG

Dean Edwards is a specialist in sales and marketing of pharmaceuticals and healthcare information. He has worked for IMS Health, Hong Kong and has traveled and worked in the Philippines, Indonesia, Malaysia, the United States and Europe. He has more than 30 years of experience in marketing and sales in healthcare, working with pharmaceutical and medical information companies. In 2008, he was named Emerging Executive of the Year by the Australian Financial Review’s BOSS magazine.

Dr. Suchitra Kataria
Head, Business Development and In-Licensing
BAYER SCHERING PHARMA

Dr. Suchitra has more than 13 years of experience as an entrepreneurial global leader with more than 13 years of multicultural, multinational experience in pharmaceuticals spanning start-up operations, business development, new media and in-licensing. He is a seasoned professional with diverse experience of working in large multi-national organisations, handling global, regional and country led initiatives as well as in start-ups operations. His areas of speciality include, In-licensing, business development, Digital Marketing, E. Learning, Brand consulting and communications, Medical Writing. He was Vice President at Indegenie Far East Pte Ltd and a Co-founder; Senior Advisor and Associate Account Director at Contract Advertising India Ltd.

About work shop leader:

Dr Himanshu Dave,
Director of Sales Operations, Business Intelligence & Development
STELLAS PHARMA, INDIA

Himanshu Dave has 17 years of results-proven management and sales experience in Pharmaceutical / Healthcare industry across multiple markets, countries, functions and positions. He has worked extensively in sales and marketing, business development, sales force management, Field Force Effectiveness for Abbott Laboratories Pacific, ASEAN, India and has held senior positions in strategic planning, new business development, as well as a corporate strategy consultant with Bain & Company. He completed his medical studies at St Mary’s Hospital Medical School in London, and also holds an MBA from the University of Queensland, Australia, together with a Graduate Certificate in Applied Finance and Investment from the Financial Services Institute of Australasia. In 2008, he was named Emerging Executive of the Year by the Australian Financial Review’s BOSS magazine.

Dr. Sebasien Bossoua,
Senior Strategic Planner
MCCANN HEALTHCARE WORLDWIDE

Dr. Sebasien Bossoua has worked at hospitals and a pharmaceutical company in France. Sebastien moved to Singapore in 2002, working for two international strategic consulting firms to support their Life Sciences division in marketing and sales development. He held several senior international client roles in Europe, Asia and the Americas. In 2007, Sebastien joined McCann Healthcare Asia Pacific, where he is involved in strategic planning for key pharmaceutical clients in Singapore. His job is to define and deliver customer solutions, helping clients achieve their business objectives.

Jack Lee Tien-Foo,
 MBA Strathclyde, B.Pharm. (Hons)
Country Manager
GLENMARK, MALAYSIA

Jack is a pharmaceutical industry insider who has risen through the ranks during his 25-year career. Starting as a Sales Representative at Emerging Pacific and Biotec Medical Services, he has gathered extensive sales and marketing experiences in Singapore and Malaysia before moving on into General Management in Gleneagles Gleneagle’s Gleneagle’s Gleneagles Gleneagles Gleneagles Gleneagles Gleneagles Gleneagles Gleneagles. His most recent endeavours include managing the marketing function of UCB Pharma Malaysia and sales & marketing function of UCB Pharma Singapore. His brand management experience includes multicultural, multifunctional and multilingual marketing and sales teams. Gleneagles Gleneagles Gleneagles Gleneagles Gleneagles Gleneagles Gleneagles Gleneagles Gleneagles Gleneagles. Ryan is a well-respected name in the Singapore chapter of ‘Global Pharmaceutical Laws & Regulations: The Essential Reference’.

Dr. Bernardus Sidharda,
Head of Marketing
PLATINUM, INDONESIA

Dr. Bernardus is a specialist in marketing leadership of the marketing department at Takeda, he has completed achieved double digit growth for two years straight. As a professional Sales and Marketing Senior Manager, he uses strategic analysis to create a marketing plan to be implemented by the Sales Force Team. With more than 12 years of experience, Dr. Bernardus has served as Group Manager at PT. Aventis Pharma, Senior Product Manager Cardiovascular at PT.AstraZeneca and Multopharma AG – Indonesia. From 1999-2000, he worked as a Medical Professional at one of the government hospitals in North Sulawesi. He completed his Medical Doctor Degrees with honor from Almaya Catholic University, Jakarta in 1998.

Dr. James Garner,
Regional Medical Director for Asia
INDEGENE SINGAPORE

Prior to joining Quintiles, Dr. James was Vice President of Clinical and Medical Affairs with Progenics Pharmaceuticals, a NASDAQ-listed oncology-focused Australian biotechnology company. He previously worked in a regional medical marketing role with Biogen Idec, and as a corporate strategy consultant with Bain & Company. He completed his medical studies at St Mary’s Hospital Medical School in London, and also holds an MBA from the University of Queensland, Australia, together with a Graduate Certificate in Applied Finance and Investment from the Financial Services Institute of Australasia. In 2008, he was named Emerging Executive of the Year by the Australian Financial Review’s BOSS magazine.

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Despite the dismal economic outlook for 2009, pharmaceutical companies are forecast to generate sales between 2007 and 2012. However, the pharmaceutical industry is still facing a tough road ahead in the future marketplace. Pharmaceuticals should bring about a significant transformation in their organisations to realise what lies ahead.

Multinational pharmaceutical companies are increasingly looking to Asia to drive sales growth. But success in Asia will depend upon the ability of marketers to navigate the local environment with globally developed products.

Development of meaningful, cohesive and alternative sales and marketing strategies is vital for product success. Regional and local market approaches are needed in an increasingly complex and dynamic marketplace to achieve results.

In support of the pharmaceutical industry, the Asia Business Forum’s 2-day Conference will gather experts and gurus of the industry to open opportunities for more markets in Asia. It shall create more awareness on the evolution of roles of the sales and marketing force. Best practices, techniques and strategies by the top pharma executives in the region shall equip every participant in facing the future marketplace.

If you have any concerns about taking this medicine, contact: (65) 6536 8676 or Fax (65) 6536 4356 or Email to iza.jumri@abf.com.sg

There are no known side effects.
5 EASY WAYS TO REGISTER

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Note: *GST is only applicable to Delegates from Singapore.

The fee includes lunch, refreshments and conference documentation.

Group Discount: Enjoy a group discount of 10% for 3 or more delegates registered at the same time from the same organisation and of the same billing source.

METHODS OF PAYMENT

☐ Please cross cheque or bank draft made payable to ASIA BUSINESS FORUM (Singapore) PTE LTD and mail your payment together with this registration to 3 Raffles Place, #08-01, Singapore 048617. Enclosed is our cheque/draft for S$______

☐ Overseas delegates may pay by telegraphic transfer into the account of Asia Business Forum (Singapore) Pte Ltd which is: Account No. 147-070312-001, The Hongkong and Shanghai Banking Corporation Limited, 21 Collyer Quay, #01-01 HSBC Building, Singapore 049320. Please quote our reference no. 19955 and your Company’s name in your payment instructions.

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CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less S$300 administration charge will be made for cancellation received in writing on or before 7 July 2009. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.