

Pharma Sales Technology and Customer Excellence

23rd & 24th October 2008, Brussels
Hotel Crowne Plaza Brussels City Centre

YOUR PRESTIGIOUS SPEAKER PANEL

EXPERT ADVISORS

Rob Halkes, Van Spaendonck Management Consultants, The Netherlands

BU Value Innovation in Medical and Life Sciences

Robert Wichlacz, GlaxoSmithKline, Poland

Vice President Global Sales Force Systems

Arnaldo Scarrone, Takeda Europe, Italy

European Sales Force Effectiveness Director

Ivan Desviat, Eli Lilly, Switzerland

Lean Six Sigma Black Belt Sales & Marketing

Rob Etherington, Actelion Pharmaceuticals, USA

Senior Vice President Sales & Marketing

Paolo Cionini, Abbott, Italy

Primary Care Division Director

Mohamed Mahmoud, Novartis, Egypt

Former Head of Strategy Department

Miguel Sanchez Rosado, BMS, Spain

Hypertension Franchise Manager, Sales & Marketing

Phil Lang, Sanofi Pasteur MSD, UK

Field Operations Manager

Frank Dijks, Boehringer Ingelheim, The Netherlands

National Sales Manager

Elena Paola Lanati, UCB Group, Italy

Business Unit Director CNS

Kathrin Richter, Solvay, Germany

Global Product Director

Alberto Donnamaria, Janssen Cilag, Italy

Strategic Multichannel Manager

Geoff Morrow, Astellas, Canada

National Sales Manager

Ramon Palou de Comasema, Amgen, Spain

Sales Manager

FIND YOUR REASONS TO ATTEND

Successful Pharma companies understand, how to effectively engage and interact with the customers through the new e-health technologies. The sales reps, who possess an understanding of utilizing the new interactive tools, will be in a stronger position to meet the growing demands of the customers. As the age of primary care blockbusters draws to close, and market is becoming more & more generic driven, a shift towards secondary care is becoming essential. Sales reps must now embrace internet technologies to improve influence and efficacy by supplementing traditional sales and marketing practices with eHealth applications. Reveal, how to adapt sales models and utilize the new technologies. Boost your sales and develop long-term customer relationships through CRM systems. This event will bring together the experts from the pharmaceutical industry to benchmark their experiences in achieving sales force excellence.

- ▶ **Give your sales force the tools they need to succeed**
- ▶ **Listen to the case studies on adopting & integrating CRM systems at local vs global level**
- ▶ **Explore the best sales & marketing practices to enhance sales force performance**
- ▶ **Optimizing the sales forces**
- ▶ **Benchmarking sales force models in Primary Care vs Secondary Care**
- ▶ **Keeping the pace with the sales force evolution**
- ▶ **Network with decision makers from leading pharmaceutical companies during coffee breaks and cocktail reception**

And much more...

WHO MUST ATTEND?

Vice Presidents, Senior Executives, Heads, Directors and Managers of: Sales & Marketing, Sales Force, Field Force, Sales & Marketing Systems, Patient Relationship Marketing, CRM, E-Business, E-Marketing, E-Communication, Business Unit Directors, Product Managers, Sales Analysts, Key Account Management, Primary Care, Secondary Care, Hospital Operations, Managed Care Marketing, Disease Management, Communications, Consumer Marketing, General Managers

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Pre-conference workshop

Accessing the future customer

22nd October 2008



This workshop will analyze the increasing importance of Customer Knowledge Management (CKM) to product managers, as ascertaining the nature of the future customer in the ever-changing environment of the European Healthcare industry is imperative.

You will have the opportunity to understand the changing roles and functions of patients, decision-makers and distribution channels. These are not only new challenges for major manufacturers, but also for fast-growing small generic companies in the highly competitive markets. CKM is a synergy between knowledge management in a pharmaceutical company and customer relationship management (CRM) to the clients.

Each participant will explore different tools and methodologies, when using the CKM model in order to find out the right customer and his needs.

13:00 – 14:00 Coffee & Registration

14:00 – 15:30 Product management and CKM

- Analysis of future CKM and business process in the European healthcare industry
- Closed loop customer management: the link between analytical, operative and cooperative CKM
- Performance measurement and state-of-the art tools for product management

15:30 – 16:00 Afternoon tea & networking

16:00 – 17:30 Analysing the future customer and improving customer knowledge management

- Best practices & techniques
- Adapting existing process and designing a practical CKM model
- Evaluating implementation strategies for communication, incentives, effectiveness, competitive advantage and ROI

▶ Meet Our Workshop Leader

Herbert O. Vorhauer, International Knowledge Base, Company IKB Vorhauer

Former Head Business Analysis at Novartis

Herbert O. Vorhauer, former Head Business Analysis at Novartis, has over 20 years industry experience, and founded the International Knowledge Base Company IKB Vorhauer, a global marketing intelligence company. Throughout his career, he has worked with major pharmaceutical players such as Sandoz and Novartis Pharma, and has become an expert in customer knowledge management and market analysis.

About the International Knowledge Base Company IKB Vorhauer:

A Swiss-based consultancy and international knowledge base for marketing intelligence in the healthcare industry. Specialising in innovative solutions for new CKM tools and methodologies, it has close links with the Competence Centre at the University of St. Gallen in Switzerland.





Day 1, October 23rd, 2008

8:30 Registration and Coffee

9:00 Opening remarks from the chair

▶ Achieving Sales Force Excellence

9:10 KEYNOTE PRESENTATION: Towards Sales Force Excellence

- Sales practices to enhance sales performance
- Supplementing traditional sales and marketing to engage, communicate and interact with the customers, whilst mastering customer relationships
- Lessons learned

Rob Etherington, Actelion Pharmaceuticals
Senior Vice President Sales & Marketing

9:50 ▶ CASE STUDY The Netherlands - how to reach and access your customers most effectively

- Influencing choice of prescription
- Developing and implementing specific healthcare projects in the Netherlands
- Embracing the new technologies to access the customers

Frank Dijs, Boehringer Ingelheim
National Sales Manager

10:30 Morning coffee and networking

▶ Mastering Customer Relationship Management & Multichannel Communication

11:00 ▶ CASE STUDY GSK experience - Adopting and integrating CRM systems at global vs local level

- Key challenges and success factors of global CRM system implementation
- Successful integration of local operating unit into the global platform - what works and what doesn't
- Leveraging local vs. regional Commercial reporting needs within single global CRM system
- Once delivered, how can you successfully support global CRM

Robert Wichlacz, GlaxoSmithKline
Vice President Global Sales Force Systems

11:40 ▶ CASE STUDY Eli Lilly experience: Implementation of a CRM system in an European Customer Centric sales & marketing organization

- Key success factors of European CRM Implementation
- Organization Acceptance steps
- CRM Customer service matrix
- Business Intelligence and proactive CRM

Ivan Desviat, Eli Lilly
Lean Six Sigma Black Belt Sales & Marketing

12:20 Interactive Q & A session

Featuring speakers from the morning session

12:40 Luncheon

14:10 ▶ CASE STUDY Sales Incentive Plan : A tool to maximize Sales Force Productivity

- Key principles for a robust Incentive Plan
- Sales Incentive Models

- Setting the sales objectives
- The role of the CRM systems

Ramon Palou de Comasema, Amgen, Spain
Sales Manager

14:50 ▶ CASE STUDY Improving sales effectiveness through the effective multichannel communication

- Utilizing eHealth applications as the new sales channels
- Where are the measurable benefits?
- Which practices could be implemented for more effective interaction and communication with your customers?
- Case studies and success stories on integrating new tools for successful identifying, targeting and reaching the customers
- Delivering targeted and tailored interactive messages

Alberto Donnataria, Janssen Cilag
Strategic Multichannel Manager

15:30 Afternoon tea & networking

16:00 Golden Rules to follow in Sales Force re-alignment across national boundaries

- Choice of CRM (Traditional Data exchange v On-line)
- Re-alignment mapping software
- Consultancy vs in-house
- Internal communication strategy
- CRM considerations in blending different sales teams (Primary care/ Secondary Care / Contract Field Forces)
- The importance of demographic trend analysis

Phil Lang, Sanofi Pasteur MSD
Field Operations Manager

16:40 ▶ CASE STUDY Complementing traditional sales activities with internet technologies

- Competing through the sophisticated internet – enabled services
- Achieving significant positive impact on sales force efficiency & effectiveness
- Matching the technology & sales processes to the behaviour , mindset and culture inside your company
- Integration of high-tech as a key for productivity

Miguel Sanchez Rosado, BMS
Hypertension Franchise Manager, Sales & Marketing

17:20 WORKSHOP: The changing face of Pharma Sales Force

The workshop begins with a short introduction of the topic. Participants are divided in small groups of 5 – 6 to discuss short assignments/tasks provided by workshop leader. Small group interaction is facilitated by the group leader. After the completion of tasks, short presentation of each group's output is delivered. Workshop leader concludes workshop.

- Tackling Sales Force Productivity – is the new technology the key driver for higher sales performance?
- What will be the most cost-effective channels to engage with the customers in the future?
- A shift towards key account management
- Creating new sales forces to interact with the new customer groups – increasing product's target audience & understanding your new customers

18:00 Close of Day 1 followed by

Speakers and delegates are cordially invited to attend a

Networking Cocktail Reception



Day 2, October 24th, 2008

8:30 Registration and Coffee

9:00 Opening remarks from the chair

9:10 Interactive Symposium Sales Force Effectiveness in the next decade

Pharma Industry needs to differentiate and adapt to the new market conditions. Systems of sales have to be redesigned through the new ways of accessing the markets and target audiences and by innovating value to them.

More focus is given now on Key Opinion Leaders, multichannel management, new CRM systems and e-communication, etc. The question rises: „What changes will be effective and efficient and is there really a need to change the business model of Pharma? How can those changes be implemented without putting performance at risk?

Opening remarks : Achieving SFE in 2012 – Examples of:

- Systems of segmentation, targeting, communication and information which will be in place
- How will product marketing integrate with the portfolio proposition
- New sales functions and how will sales work in combination with marketing and account management
- How would sales relate to DMU's and KOL's, to new stakeholders and patients
- Delivering value to the healthcare systems

Rob Halkes, Van Spaendonck Management Consultants

BU Value Innovation in Medical and Life Sciences

▶ Rethinking the sales force models

9:50 ▶ CASE STUDY The Next Future Is ...Primary Care!

- The conventional wisdom
 - The Primary Care (PC) market is no longer attractive
 - The “niche” market is the future
 - Traditional Sales Force (SF) model is in crisis
- A deeper view on reality
 - PC still represent the largest portion of the Pharma expenditure and this is not going to change in the future
 - Specialty business will face similar pressures than PC today
 - Doctors and other stakeholders (mostly public institutions) asking for higher consideration and an improved profile of the relationship with pharma
- The Takeda choice
 - New sales model for PC market: the Takeda experience
 - Lessons learned

Arnaldo Scarrone, Takeda Europe

European Sales Force Effectiveness Director

10:30 Morning Coffee and Networking

11:00 Benchmarking sales force models in Primary Care vs Secondary Care

- It's under the sun that current Pharma scenario and big blockbusters are moving from Primary to Secondary Care, to face a market becoming more and more generic driven
- Impact of fast changing market on sales force models
- Key differences & common points between Primary & Secondary Care sales force models, and how to learn from each others

Elena Paola Lanati, UCB Group

Business Unit Director CNS

11:40 ▶ CASE STUDY Sales force remodeling – building more flexible organization

- Flexibility vs Focus in Primary Care
- Sales Force Reorganization - How to get both of them to manage all portfolio
- Lessons learned

Paolo Cionini, Abbott

Primary Care Division Director

12:20 Interactive Q & A session

Featuring speakers from the morning session

12:40 Luncheon

14:10 ▶ CASE STUDY Field Force Challenges in Egypt - How can we maximize our return of the Field Forces?

- Impact of the new Health Insurance System on your Field Force model
- What would be a new selling model for Pharma companies to succeed in a changing market?
- Optimizing your investment into the new opportunities (considering new Health Insurance System) vs investing into the older business
- Exploring the tools & techniques to generate alternatives and evaluate the opportunities

Mohamed Mahmoud, Novartis

Former Head of Strategy Department

▶ Exploring the sales & marketing practices to enhance sales performance

14:50 ▶ CASE STUDY Succeeding in global markets with your brand – AndroGel Case Study

- Integrating the communication between headquarter and affiliates
- Building up of key opinion leader networks – globally and locally
- Key steps for the implementation of your brand that it becomes a success (focus on positioning, finding the edge,...)
- Results achieved and lessons learned

Kathrin Richter, Solvay

Global Product Director

15:30 Afternoon tea & networking

16:00 ▶ CASE STUDY Selling the appropriate patient type for your medication - Lessons learned by being all things to all patients

- The importance of painting the appropriate patient type with your sales strategy
- How it will increase the positive experience with your medication and the subsequent halo effect
- Understanding the ways in which the sales force of the future will do this effectively via MM, etc.

Geoff Morrow, Astellas

National Sales Manager

16:40 Interactive Q & A Session

Featuring speakers from the afternoon session

17:00 Closing remarks from the chair

17:10 Farewell Coffee and Networking

I would like to thank everyone who has helped with the research and organization of this event, especially the speakers for their support and commitment.

Dasa Laslopova, Senior Conference Producer
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WHY BRUSSELS?

Brussels is the capital of Belgium and the administrative centre of the European Union. This has earned the city the title of the Capital of Europe. Brussels has been given its character by the coexistence of French and Flemish culture, and it is nowadays home to nationalities around the world, adding a cosmopolitan flavour to its atmosphere.

The vibrant atmosphere of Brussels is further enhanced by picturesque medieval streets, lively squares, beautiful boulevards, impressive monuments, spacious parks, cosy cafés, interesting restaurants and an active cultural life.



Meet Our Comprehensive Speaker Panel

Robert Wichlacz, GlaxoSmithKline, Poland Vice President Global Sales Force Systems

Robert was appointed to the position of Vice President of IT for Global Commercial Sales Force Systems at GlaxoSmithKline in November 2007. Last year he was also honoured in the "CIO of the Year" competition in Poland. Robert Wichlacz joined GSK Poland in 2003 as IT Director. In 2004 he was appointed to the position of Programme Director in European IT organisation, successfully leading the regional IT restructuring programme. Prior to joining GSK, Robert has been with Lucent Technologies for 10 years, where he held a number of managerial positions in IT and R&D organisations in Poland, the Netherlands and the US. His biggest achievement at Lucent was the successful completion (1999-2001) of comprehensive transformation program for European IT organization. Under his leadership, IT organisation in Lucent has won the title of best in class IT organisation in industry in Poland in 1997. Robert Wichlacz graduated from Electronics faculty of Gdansk Technical University. He also graduated from Informatics faculty of University in Patras, Greece, and Columbia Business School in the US.

Arnaldo Scarrone, Takeda Europe, Italy European Sales Force Effectiveness Director

Arnaldo Scarrone is European Director of SFE and Business Intelligence at TPEU (Takeda Europe). He's a highly experienced executive within the pharma industry, having working for over two decades for a number of Big Pharma companies. Arnaldo joined Takeda Italy in 2003 and was appointed Director at Takeda Europe in 2007. His main areas of expertise are Sales Force Effectiveness, Marketing, CRM design and implementation, Business Intelligence and Market Research.

Rob Etherington, Actelion Pharmaceuticals, USA SVP Sales & Marketing

Rob Etherington, Sr. Vice President of Sales & Marketing at Actelion Pharmaceuticals Ltd., US Inc, has been in the pharmaceutical industry for over sixteen years. At Actelion, Rob is responsible for leading the primary Commercialization (Sales and Marketing) of the US portfolio of products Formerly, at Actelion US, Rob was VP of the Eastern Business Unit from 2004-2007, and VP of Marketing from 2000-2004. Rob was responsible for the global strategic marketing plan and resultant launch/promotion of TRACLEER for pulmonary arterial hypertension and ZAVESCA for Type I Gaucher Disease. Rob also led worldwide development as Global Brand Leader for VELETRI (tezosentan; Acute Heart Failure) until VELETRI development was discontinued in late phase-3 stage in late 2004. Upon completion of his Master of Business Administration in Marketing, Rob joined Parke-Davis, a division of the Warner-Lambert company. After initial field sales responsibilities, he held positions of increasing responsibility in marketing. In 1994, as regional product manager, Rob was responsible regionally for PD's hypertensive (ACCUPRIL), anti-arrhythmic (PROCANBID SR), and lipid (LIPITOR) franchise. After regional responsibility for pre-launch LIPITOR activities (1996), he helped prepare REZULIN (troglitazone; diabetes) for its US launch. In 1998, he joined the Cardiovascular Disease team in WL/PD's worldwide headquarters as one of the team leaders of LIPITOR; while on the team responsible for LIPITOR, Rob was the primary Pfizer liaison for medical education and professional advertising. Rob also served on the development team (representative for U.S. marketing) for PD's vascular gene therapy (veg-F) program. He was one of Warner-Lambert/Pfizer's Global Leader Associates, an accelerated executive development program. After he led some cardiovascular disease team aspects for the Pfizer/Warner Lambert merger, Rob elected to leave Pfizer to join Actelion in 2000. Rob was one of the first commercial employees worldwide at Actelion, and has since enjoyed participating in the growth of Actelion to almost a \$7Billion (market cap) global pharmaceutical enterprise.

Mohamed Mahmoud, Egypt Former Head of Strategy Department, Novartis

Mohamed joined Novartis Egypt December 2006, and his scope of responsibility was Strategy Effectiveness, Business Development & Licensing, Field Force Effectiveness, Business Intelligence, and Business Information Systems. Prior to his appointment in Novartis, Mr. Mahmoud held the post of Director of Planning & Development at Speed Co. P&G exclusive agent & distributor in Egypt, where his responsibility was MAXIMIZING Speed revenues by introducing new INTERNATIONAL principals & strategic partners, and ensuring that Speed vision "Best Distributor in Middle East" is met. After his return to Egypt, Mr. Mahmoud Co-founded Autodotcom an offshore software development company. Before returning to Egypt, Mr. Mahmoud lived in the UK where he was the regional business development manager for the Middle East & North Africa for Chubb a group member of Williams PLC. Prior to Chubb, Mr. Mahmoud worked with Folger Adam Security Inc. -a group member of Williams- in Chicago, USA, as International Sales Executive Mr. Mahmoud holds a master of business administration degree from Nicholls State University in Louisiana where he was the President of the American Marketing Association. Mr. Mahmoud first degree is a bachelor of science in Business Administration from Alexandria University in Egypt.

Phil Lang, Sanofi Pasteur MSD, UK Field Operations Manager

Phil has spent over 20 years in the UK Pharmaceutical Industry. A teacher by profession Phil he first entered the industry as a sales representative selling respiratory medicines in Liverpool. In the main though he has worked in the vaccine market in a variety of roles ranging from sales representative to Sales Management and latterly in Salesforce Effectiveness. He has extensive experience in field force re-alignment and sourcing and developing CRM systems. He steered Sanofi Pasteur MSD towards an on-demand web-based solution which has currently been in use in the UK and the Republic of Ireland for the past few years.

Elena Paola Lanati, UCB Group, Italy Business Unit Director CNS

Elena Paola has a consolidated marketing experience in both Pharma and Mass Market companies with strong track of results, enriched by her current Sales&Marketing role. She started her marketing career in Procter&Gamble, working on different markets, both Pharma (Rx and OTC) and Mass. She consolidated her marketing experience in a leading Italian beauty care company, before coming back to Pharma business. She has been responsible in AstraZeneca for the whole Italian Gastro-intestinal portfolio (4 brands), having the opportunity to grow her marketing experience, dealing with specific market access issues (class reference price). In UCB, she built the new CNS business unit, coming out from Schwarz integration, leading both marketing and 2 sales forces up to a 40% growth (YTD 08), without any disruption.

Geoff Morrow, Astellas, Canada National Sales Manager

Geoff has over 16 years experience in sales and marketing in the pharmaceutical industry specializing in the CNS, oncology and critical care therapeutic areas. Geoff has worked with Eli Lilly and Company, AstraZeneca and Janssen-Ortho. He was managing international operations and leading the seamless execution of strategy across all brands at GSW. Before joining GSW, Geoff was in a marketing leadership role both in Canada and Internationally with Lilly, where he lead the local and global strategy for Zyprexa. Geoff is currently holding a position of National Sales Manager at Astellas.

Ivan Desviat, Eli Lilly, Switzerland Lean Six Sigma Black Belt Sales & Marketing

Ivan currently holds a position of Lean Six Sigma Black Belt Europe. In his current role, he is responsible for Lean Six Sigma project implementation on the Cardiovascular and intensive care European Sales & Marketing area. He implemented business process improvement on Sales Force Effectiveness, marketing events organization improvement, etc. From 2003 to 2007, he has been working as Sales Operations Team Leader for Critical Care Europe, where he was responsible for business intelligence & sales force effectiveness initiatives at European level. Prior to this position, he was CRM implementation team leader based in Belgium. He joined Eli Lilly as Cardiovascular Sales Representative in Spain. He obtained his degree of Master of Sciences in Chemistry from the Ecole de Chimie, Polymeres et Materiaux de Strasbourg (ECPM) from France.

Ramon Palou de Comasema, Amgen, Spain Sales Manager

Ramon Palou de Comasema, Sales Manager, is leading a team responsible for 4 products, reinforcing the relationships with key customers and implementation of marketing strategies and activities. Between 2005 and 2007, he was based in Brussels, and held a position of Head of Sales & Marketing Effectiveness Northern Europe & Australia. He was leading SME function in the region with major responsibilities on improvement of the Planning and Activity Execution of the Sales Forces, implementation of Account Management and Cluster Teams Effectiveness, design of Incentive Plans & Pricing Policies, implementation of Competitive Intelligence & CRM. He joined Amgen as Business Planning and Analysis Manager in 2002. Prior working at Amgen, he gained experiences as consultant from Boston Consulting Group. He obtained his Degree Industrial Engineer specialized in Energies from UNIVERSIDAD POLITECNICA DE CATALUNYA, Barcelona. Additionally, in 1998 he obtained his Master of Science from TAMPERE UNIVERSITY OF TECHNOLOGY, Finland, and in 2000 his MBA from ESADE, Escuela Superior Admon y Dirección de Empresas, Barcelona.