



Certificate of Advanced Studies (CAS)

LIFE SCIENCES PRODUCT MANAGEMENT

February to July 2021
Biopôle, Epalinges – Lausanne



Unil
UNIL | Université de Lausanne
Faculté de biologie
et de médecine

Unil
UNIL | Université de Lausanne
HEC Lausanne

AUDIENCE

- Life sciences industry professionals from early stage to large companies (pharma, medtech, biotech, diagnostics, nutrition, cosmetics and digital health)
- PhDs & Postdocs intending to enter the life sciences industry (2-3 years professional experience in life sciences is recommended)
- Scientists in research centers from public or private sectors planning to build a business
- Healthcare professionals: physicians, pharmacists, etc.
- Professionals in healthcare NGOs

ORGANISATION

- Faculty of Business and Economics (HEC Lausanne), University of Lausanne
- Faculty of Biology and Medicine, University of Lausanne

In collaboration with:

- Biopôle SA

COURSE OBJECTIVES

- Master the marketing and sales processes of a product launch in life sciences, from pre-launch to business development
- Master the basics of strategic thinking in life sciences marketing and planning
- Understand the specificities of life sciences marketing
- Become familiar with the most common marketing and sales tactics and tools applicable to the life sciences industry
- Be able to adapt communication style and tools to efficiently engage various types of stakeholders (key opinion leaders, healthcare professionals, patients, etc)
- Understand the specificities of sales strategies in the life sciences sector
- Network with professionals in the field
- Interact with life sciences experts

CHALLENGES

Local life sciences firms are extremely accurate in collecting reliable data in the lab and producing highly innovative products. However, developing a new product and launching that product are two different undertakings.

Marketing and sales skills - often neglected and unknown by scientists, researchers, or clinicians - are essential to successfully bring life sciences products (namely: pharma, medtech, biotech, diagnostics, nutrition, cosmetics and digital health products) to market.

DURATION

The CAS in Life Sciences Product Management is a 323-hour course, split into:

- 3 modules combining instructor-led training (36 hours/module), e-learning (12 hours/module) and personal work (approx. 48 hours/module)
- a personal project (business case format) representing approx. 35 hours of personal work

The program will be held from February to July 2021. Face-to-face training will take place on Thursday afternoons (from 13:30 to 17:30) and Fridays (from 8:30 to 17:30).

LOCATION

Biopôle, Epalinges – Lausanne, Switzerland



MODULE 1 – PRE-LAUNCH: LIFE SCIENCES MARKETING STRATEGY AND PLANNING

DURATION: 6 DAYS, OF WHICH 1.5 DAY IN E-LEARNING

Overall objective: Get your marketing strategy right and prepare your market

Schedule might be subject to minor modifications. Overall objectives and red thread will remain as stated below.

#1 Market analysis, Business Intelligence

- Understand your market and your target(s) and define how to reach out to them

e-Learning	Understanding the market; Patient flow techniques; Market, product and competitors analysis
February 11, 2021	Market analysis techniques in the life sciences sector
February 12, 2021	Customer identification and profiling: review all potential customers, influencers and deciders in the healthcare sector
	Life sciences business intelligence

#2 Marketing Strategy & Branding

- Define your marketing campaign and branding
- Understand the Legal & Compliance landscape and navigate common pitfalls

e-Learning	Localising the brand vision; Stakeholders analysis; SWOT; Product strategy; Positioning
March 4, 2021	Introduction to general marketing; Specificities of life sciences marketing
March 5, 2021	Product cycle management: Marketing strategy & planning; Branding basics; Marketing follow-up and adjustments; Marketing tactics & channels; eMarketing
March 5, 2021	Overview of most relevant Laws & Regulations and industry codes and their significance to pre-launch and launch activities; Tools to navigate common pitfalls and case studies

#3 P&L, Business Model Structure, Pricing Strategy, Portfolio Strategy

- Understand P&L
- Define a pricing strategy for your product

e-Learning	Finance for marketing; Pricing
March 18, 2021	Introduction to P&L management and forecasting; Review of P&L for different business models
March 19, 2021	Pricing strategy review of fundamentals and pricing practices
	Spending money efficiently with vendors; Collaboration with appropriate vendors to develop and launch your product



MODULE 2 – PRODUCT LAUNCH

DURATION: 6 DAYS, OF WHICH 1.5 DAY IN E-LEARNING

Overall objective : Successfully launch your life sciences product

#4 Commercial modeling, sales strategy	
<ul style="list-style-type: none"> Understand how to build a commercial model 	
e-Learning	Strategic negotiation
March 25, 2021	What top performers consistently do (link between sports and business)
March 26, 2021	Customer insights; Segmentation; value proposition
	Commercial model

#5a Preparing the product launch	
<ul style="list-style-type: none"> Manage your product launch 	
e-Learning	Profiling and segmentation; Targeting and resource allocation
April 22, 2021	Promoting your product to Key Opinion Leaders, dialoguing with Key Opinion Leaders
April 23, 2021	Mastering your product launch, on an international level
#5b Communicating with patients	
April 23, 2021	Medical Education; Communicating with the patient: ethical communication (Direct To Patient communication)

#6 Portfolio strategy, trade and distribution	
<ul style="list-style-type: none"> Define realistic trade and distribution strategy 	
e-Learning	Portfolio analysis; Forecasting within the launch environment
May 6, 2021	Portfolio strategy; Build efficiencies within operations to improve gross margin, implementation strategy, development, operations, quality and regulatory compliance
May 7, 2021	Setting up third party logistics; Licensure filings, trade & distribution agreements
	Distribution strategy and planning



MODULE 3 – LIFE SCIENCES BUSINESS GROWTH (POST-LAUNCH PHASE)

DURATION: 6 DAYS, OF WHICH 1.5 DAY IN E-LEARNING

Overall objective : Grow your business & generate strategic alliances

#7 Group project preparation & Negotiation skills	
<ul style="list-style-type: none"> Understand how to negotiate a business deal 	
e-Learning	Preparing the organisation; Assigning resources
May 20, 2021	Group project preparation (group work)
May 21, 2021	Negotiation skills

#8 Business development following launch & Sales strategy	
<ul style="list-style-type: none"> Make your business grow 	
e-Learning	Multi-channel marketing
June 3, 2021	Implementing your tactics after launch
June 4, 2021	Sales strategy; Key account management
	Workshop; Cases

#9 SERIOUS GAME	
<ul style="list-style-type: none"> Put the course content into practice 	
e-Learning	Optional e-Learning
June 24, 2021	Serious Game (e-Learning conclusion)
June 25, 2021	Serious Game (e-Learning conclusion)
	Group project presentation

E-LEARNING – SERIOUS GAME

Working in groups, participants will use an interactive e-learning program –serious “war game” – which addresses strategic marketing concepts from portfolio analysis to pricing, including strategic negotiation and brand lifecycle management. Through this “learning by doing” exercise, participants will find out the costs and rewards of different strategies and their impacts on their competitor’s one as in real life. This serious game is produced by Actando SA of Geneva and moderated by a team of experts.

ADMISSION CRITERIA

- University/HES degree (Bachelor or Master) or equivalent
- 2-3 years professional experience in life sciences is recommended
- Fluency in English (courses given in English)

REGISTRATION

Admission file. The following information will need to be included with the online registration form:

- a motivation letter
- a CV
- copies of your diplomas

EDUCATIONAL EXPERIENCE

The educational experience will be highly interactive and maximise long-term impact. There will be a balanced mix between e-learning and face-to-face courses. We will promote self-reflexivity to ensure that participants engage fully in the learning experience and there will be plenty of networking opportunities.

CERTIFICATES

A Certificate of Advanced Studies (CAS) will be jointly granted by HEC Lausanne and the Faculty of Biology and Medicine from the University of Lausanne (UNIL) upon completion of the entire program. 12 ECTS credits are awarded.

A certificate of attendance will be delivered to participants completing modules on an individual basis.

ORGANISATION

The programme faculty is drawn from both university and industry. They are all recognized experts in their respective fields.

**COURSE FEES**

- CAS (3 modules): CHF 9'500.–
- Individual modules (depending on places available): CHF 3'500.–/module

REGISTRATION DEADLINES

30 November 2020. Number of participants limited to 20

Register on www.formation-continue-unil-epfl.ch

Contact: thierry.weber@unil.ch

DIRECTORS' COMMITTEE**Prof. Jeffrey Petty**

Professor of Entrepreneurship at HEC Lausanne; Academic Director of the EMBA program, HEC Lausanne, University of Lausanne

Prof. Patrick Schoettker, MD

Professor of Anaesthesiology, CHUV Lausanne and Faculty of Biology and Medicine, University of Lausanne; Life sciences entrepreneur

Thierry Weber, MD

CEO Vivactis; Life sciences business Consultant, and Lecturer in charge of Healthcare Strategy and Marketing module, EMBA program, HEC Lausanne, University of Lausanne; Life sciences entrepreneur

Nasri Nahas

CEO Biopôle; 20 years of experience in the life sciences sector through roles in applied research, business development and general management

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