

SEPT 23-24
BASEL
 SWITZERLAND

Become an **Expert** and hone your skills for Pharma, Biotech, Medical & Diagnostic Device launches.

PROGRAM OBJECTIVES

AFTER PARTICIPATING IN THE LAUNCH EXCELLENCE MASTERCLASS PROGRAM, PARTICIPANTS SHOULD BE BETTER ABLE TO:

- Understand the expanding Medical Affairs leadership role in Launch Excellence and how Medical Affairs expertise should be leveraged throughout the process to maximize value
- Identify core components of a successful launch from a company and learn from external stakeholders' preferences
- Demonstrate cross-functional collaboration and alignment on shared goals and expectations when working across internal and external stakeholder networks
- Supporting the optimization of tools, systems and processes to elevate organizational launch capabilities and readiness with clear roles and responsibilities for strategic and implementation objectives
- Address current real-world launch challenges driven by an accelerated shift to digital and remote working through case studies and live discussion

- EXPLORE THE FUTURE OF LAUNCH EXCELLENCE -

PROGRAM OVERVIEW

DAY 1

LAUNCH STRATEGY & EXECUTION



Discuss the critical role of Medical Affairs in launch success

Optimize metrics to demonstrate value

Highlight digital transformation shaping Medical Affairs launch execution

ORGANIZATIONAL READINESS



Discuss evolving organizational models and how these impact launch planning and execution

Understand industry trends shaping the future of Medical Affairs organizations

DAY 2

DATA DISSEMINATION & ENGAGEMENT



Highlight importance of strategic storytelling and an omnichannel approach to enhance audience reach and engagement

Discuss the evolving Field Medical role in launch excellence

EVIDENCE GENERATION PLANNING



Define the role of Global, Regional and Local Medical Affairs in evidence generation planning

Highlight strategies to optimize cross-function collaboration

Assess evidence generation needs across launch phases

REGISTER NOW!

<https://medicalaffairs.org/le-basel24/>

AGENDA

DAY 1

LAUNCH STRATEGY & EXECUTION	
TIME	TOPIC
9:00	Breakfast & Networking Hour
10:00	Welcome & Introduction
10:15	The Critical Role of Medical Affairs in Launch Success
10:35	Digital Innovation Driving Medical Affairs Launch Excellence
11:05	Expert Panel Q&A
11:30	REFRESHMENT BREAK
11:50	Introducing the Launch Case Study
12:00	WORKSHOP #1: Defining & Measuring Launch Success
13:00	LUNCH
ORGANIZATIONAL READINESS	
14:00	Sponsor Introduction
14:05	Industry Trends Shaping Our Organizations
14:35	Evolving Organizational Models
15:05	Expert Panel Q&A
15:30	REFRESHMENT BREAK
15:50	WORKSHOP #2: Focus on Organizational Readiness
16:50	DAY 1 SUMMARY & CLOSE
17:00-18:30	NETWORKING RECEPTION

DATA DISSEMINATION & ENGAGEMENT	
TIME	TOPIC
9:00	Breakfast & Networking Hour
10:00	Day 2 Welcome
10:05	Leveraging Strategic Storytelling to Optimize Data Dissemination*
10:45	The Evolving Role of Field Medical in Launch Excellence*
11:15	REFRESHMENT BREAK
11:35	WORKSHOP #3: Evolving Data Communication
12:30	LUNCH
EVIDENCE GENERATION PLANNING	
13:15	The Role of Global, Regional and Local Medical Affairs in Evidence Generation and T-24 Planning*
14:00	WORKSHOP #4: Principles of Evidence Generation Planning
14:45	MEETING SUMMARY & CLOSE
15:00	ADJOURN

* INCLUDES A 15-MINUTE Q&A

THANK YOU to the
PROGRAM FACULTY



DAVID KELAHER
 Co-Chair
 Senior Director,
 Medical Affairs
 IQVIA



ARRON MUNGUL
 Co-Chair
 Founder
 Apogee Life Sciences



ALF BERNHARDT
 Former Head of Pipeline
 and Cell Therapy, Global
 Medical Affairs at Takeda



CATHERINE BEST
 Executive Director,
 Global Field Medical
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SARAH CLARK
 Global Head of Medical
 Excellence & Operations,
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 Engagement Catalyst
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