

THE HEALTHCARE MARKETPLACE, TIMETABLE OF SESSIONS
Institute of Directors, London, UK

AGENDA

Monday 04 October		
08:45 - 09:00	Introduction David Montgomery Dr Sharon M^cCullough Katherine MacGilchrist	Introduction to the Course; Housekeeping; Home assignments; Evaluations
09:00 - 09:10	Dr David Ingram	Foreword
09:10 - 10:30	Dr David Gillen	Communication
10:30 - 10:45	BREAK & Submission of the quiz material for personal review	
10:45 - 12:15	Heather Simmonds	The legal and regulatory frameworks in which pharmaceutical medicine operates
12:15 - 13:00	LUNCH	
13:00 - 14:45	Heather Simmonds/ Dr Sharon M^cCullough	The legal and regulatory frameworks in which pharmaceutical medicine operates (Continuation) WORKSHOP 1/ Quiz
14:45 - 15:00	BREAK	
15:00 - 17:00	Dr Ruth Hargreaves	Deregulation of Medicines
17:00	All	Close and home assignments

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Tuesday 5 October		
09:00 - 10:30	Jonathan Dancer	Competitor Environment
10:30 - 10:45		BREAK
10:45 – 11:00	Prof Alan Boyd	Introduction to in-licensing
11:00 - 12:00	Jonathan Dancer	Business & Commercial Analysis
12:00 - 13:00		LUNCH
13:00 - 15:00	Janet Knowles	Business and Commercial Analysis Legal implications
	Prof A Boyd, Jonathan Dancer, Janet Knowles	WORKSHOP 1 Evaluation of licensing candidates
15:00 - 15:15		BREAK
15:15 - 16:55	Prof A Boyd	WORKSHOP 2 Evaluation of licensing candidates
16:55 - 17:00	Prof A Boyd	Close and home assignments

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Wednesday 06 October		
09:00 - 10:30	Dr Jonathan Belsey	The Healthcare Market
10:30 - 10:45		BREAK
10:45 - 12:00	Dr Jonathan Belsey	Pharmaceutical decision-making within the NHS
12:00 - 13:00		LUNCH
13:00 - 13:30	Dr Peter Bowen-Davies	Workshop: Code of Practice Question
1330 - 15:00	Dr Peter Bowen-Davies	Workshop: Marketing Job Bags Answers to Assignment
15:00 - 15:15		BREAK
15:15 - 16:30	Steve North	Pharmaceutical Marketing Research Principles and Profiling
16:30 - 17:00	Dr Peter Bowen-Davies	Feedback on Job Bags marked

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Thursday 07 October		
09:00 - 10:30	Andy Lee	Healthcare Policy
10:30 - 10:45		BREAK
10:45 - 11:30	Andy Lee	Healthcare Policy
11:30 - 12:30	Dr Keith Bragman	HMP 6 Ethics: Interface Between Industry and External Healthcare Environment
12:30 - 13:30		LUNCH
13:30 - 15:30	Dr Keith Bragman	Workshop: Ethics Scenarios
15:30 - 15:45		BREAK
15:45 - 16:55	Dr Keith Bragman	Workshop: Ethics Scenarios (Continued) Home assignment
16:55	Dr Sharon M ^c Cullough	Next steps and close