

Objectives

- Understand the methods by which medicines are developed and reach patients
- Understand the size and shape of the global pharma business
- Understand the healthcare environment that the industry is operating in
- Understand the drug development process and the challenges the pharma industry is facing

Target Audience

Individuals needing an overview of how the global pharma industry operates

Course Content

DAY 1:

Pharmaceuticals

- Why the product lifecycle is important
- How medicines are classified
- How patents work
- Why patent is important

Global Healthcare Environment

- Understand the challenges facing healthcare providers
- Understand mortality patterns and impact on population and ill health
- Understand differences in causes of ill health in different regions
- Understand different causes of rising costs in healthcare

The Global Pharma Business

- Understand shape and size of global pharma market
- Compare regions and countries, therapy classes and pharma companies
- Appreciate which countries are growing fastest in medicines expenditure
- Understand why companies focus on certain disease areas

Key Issues for the Global Pharma Business

- Recognise key issues impacting the pharma industry and its ability to do business

Bringing a Product to Market

- Understand the stages and processes that take place before a product is granted a license
- Understand the different kinds of clinical trials
- Appreciate the risks a company takes in developing drugs

Marketing and Selling a Pharma Product

- Know who a pharma companies customers are and how companies influence them
- What companies are trying to achieve at different stages of the lifecycle