

2-day Course in June 2015

KAM in Pharma 3.0 Seminar

Key Account Management is a high interest topic in the pharmaceutical industry of today. Until now, it seems that in almost every company, the understanding what KAM is, varies. Although there are first movers around already in a number of countries. They deliver strong indications, that KAM in Pharma can be a lot more than selling drugs.

KAM in Pharma 3.0 is about a number of evolutionary steps with one smallest common denominator: it is the co-creation of healthcare improvements, leveraging the huge know-how sitting in pharma as an underutilized treasure.

Why you should attend

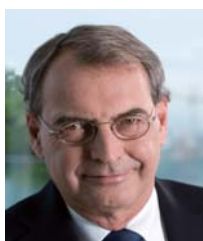
Role and function in your company allow you to influence or even shape its future. Your benefit will be to hear about novel concepts, exchange with your peers, and find out how to align your organisation around a pathway into the future.

KAM 3.0 is where the future lies.

The masterclass seminar can help you become a thought leader in your organisation driven by a wider perspective. Examples from many countries at a level allowing the adoption for the Chinese market will trigger innovative thoughts.

Hanno Wolfram Biography

A Leading expert and thought leader on KEY ACCOUNT MANAGEMENT in Pharmaceutical Industry



Besides your peers, you will meet Hann Wolfram, a prolific author of numerous blogs and articles.

KAM in Pharma 3.0 is the first international textbook about the subject written by Hanno Wolfram.

He is equipped with a wide range and background of pharma after serving pharma in multiple management and senior positions for more than 20 years. Since 1996 he is running Innov8, a consultancy company. The tasks are about designing and supporting change projects in many countries almost around the globe. Four decades of experience serve as a great background lecturing about pharma marketing and sales topics in various universities in Germany.

Registration is from 08.30 for a 09.00 start.

Day 1 (Thursday 11 June 2015)

9.00 – 13.00

Participants will share their background to allow optimum exchange

KAM is not a sales technique – keynote

- Introduction to challenge the procedures and processes in place and indicating where the future lies.

Morning Coffee & Networking

An eagle's view on our industry:

- Pharma tradition: the business model needs repair
- Pharma habits: the sales model of the past
- The value chain: Foreseeable changes in Indian and other pharma companies
- The distribution chain: Now and in an outcome driven future

13.00 LUNCH

14.00 – 18.00

Outcome and results of pre-seminar survey

- Prior to the master-class seminar participants will be asked for their input to gain and deliver improved insights
- The answers will be analysed, presented and discussed

Afternoon Coffee & Networking

Clarification of vocabulary and definitions

- Buzzwords are often used in the industry, having ambivalent meanings and being differently understood, even in the same company
- This session will clarify the vocabulary and the meaning of every particular word of relevance
- A glossary of terms will be part of the tool box which will be distributed to participants after the seminar

The architecture of the value chain, now and in the future

- Will the future still be hardware only or will soft skills need to be added?
- There is more than detection, development and production of pill-boxes is needed in KAM 3.0

Which outside changes do we need to respond to?

- It not only is the market which changes. Politics and regulatory, force pharma to change
- Pharma needs to become pro-active and shape markets instead of reacting to enforced rules
- A collection of mandatory changes and deriving concepts for the nearer future.

18.00 CLOSING SUMMARY

(Program Agenda continued)

DAY 2 (Friday 12 June 2015)

9.00 – 13.00

Account Management – clarification

- Three simple but major questions are open to be finally answered:
- What is an account?
- Why is an account key?
- Who manages whom or what?
- What is needed to introduce Key Account Management in pharma?
- What KAM will deliver to pharma?

Morning Coffee & Networking

Drivers of differentiation and competitive advantages from KAM

- A selection of structural examples available to meet what is needed in KAM 3.0
- Cross-functional collaboration must be established to get co-create best concept with key accounts

Accounts that exist in China - a non-exhaustive collection

- Accounts will need to be detected. From registration, reimbursement, recommendation, listing, purchasing, usage to dispensing and taking.

13.00 LUNCH

14.00 – 18.00

Account Management - the design-steps

- One size fits all no longer is an option for pharma.
- The process to invent or establish Account Management has a structure and clear steps

Inside an Account: The Decision Making Unit

- Knowing and identifying the Decision Making Unit is the art of KAM
- Structural touch points inside an account following the function of DMU-members
- The roles of DMU-members, a guided identification.

Morning Coffee & Networking

Strategic partnership: What does this mean and how to achieve?

- In KAM 3.0 pharma needs to detect or isolate the most pressing issue in an account and then co-create a unique solution. The steps to achieve follow a specific pattern.

What do we expect from a Key Account Manager 3.0?

- KAMs are the gold reserve of your company
- They need specific skills, abilities, and internal support
- Steps and processes to find and retain KAMs

The KAM's tasks and responsibilities

- The KAM's to-do list
- Processes to identify accountability and responsibility

Which metrics & measures to apply in Account Management?

- KPIs will need replacement and renovation
- Indicators of achievement must follow and support the new paradigm

18.00 CLOSING SUMMARY

The concept in KAM in Pharma 3.0 is clear and universal. The implementation must follow in individual route to success. One size fits all is no option at all in KAM 3.0.

REGISTRATION FORM

Please return this form:

By email: dxue@pharmaguys.com or jenny.wang@pharmachinaonline.com

By fax: +86 10 84476110

I wish to register for:

[] KAM in Pharma 3.0 Seminar by Hanno Wolfram

Dates: June 11-12, 2015

Investment: CNY 15,800

Place: TBD, Shanghai, China

Registration Details:

Name: Job Title:

Company:

Address:

Telephone: Fax:

Email:

Authorized signature: Date:

Discount Polices:

[] 5% for early bird before 25 May, 2015

[] 5% a group of 3 and over

[] 10% for Pharma China subscribers

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Cancellation Polices:

Return of this form by email or fax is considered to be registered officially and liable to the following cancellation policy:

- More than 4 weeks, 100% of the fee is refunded
- 2-4 weeks, 75% of the fee is refunded
- Less than 2 weeks, replacements or program transfer only

We will confirm the course opening two weeks in advance of original schedule and reserve the right to cancel or postpone the course should there be insufficient participants.