



**Smart Pharma**  
*Institute of Management*

A division of  **Smart Pharma**  
*Consulting*

Professional  
training

# Pharma Strategy & Marketing

February 3 to 7, 2020



## Program

Smart Pharma Consulting proposes a training for marketing and sales managers of pharma companies wishing to become “High Performers”

### Day 1: Strategic Thinking applied to Companies

- Evolution of the worldwide pharma business model
- Changes in the French pharmaceutical sector
- Market access: principles and “best practices”

### Day 2: Marketing Strategic Thinking

- Product strategic planning: SWOT, brand strategy card, etc.
- Optimization of brand value: pharma branding
- Dynamic prescribers segmentation: Behavioral Prescribers Segmentation (BPS) approach
- Strategy and creativity (e.g. Blue Ocean strategy)

### Day 3: Marketing Tactical Thinking

- “New clients” management (Regional Health Agencies, patients, etc.)
- Digital marketing and multi-channel approach
- Optimization of the medico-marketing-sales investments
- Definition of Key execution indicators (KEIs) and Key performance indicators (KPIs)

### Day 4: Specialized Market Segments

- Marketing of generic and biosimilar products
- Marketing of OTC products and Rx-to-OTC switches
- Marketing of mature products
- Marketing of niche and hospital products

### Day 5: Development of Managerial Skills

- Sales force management
- Team leadership
- Corporate behavior
- Communication principles

## Teaching method

Unique method, acclaimed for 27 years:

- Educative challenge (e.g. analytical rigor, relevance of recommendations, structure and quality of presentations)
- Training of participants to problem-solving (based on case studies, enriched by practical exercises)
- Co-animation with experienced professionals from the pharma sector
- Limited number of participants (maximum 15) to favor discussion and optimize supervision

## Faculty Director

Jean-Michel PENY – **Président of Smart Pharma Consulting**

- **Pharm. D., MBA HEC, Postgraduate in International Business**
- **7-year experience as General Manager:**  
Servier International – Novartis Generics France
- **26-year experience in Strategy and Management consulting for the pharmaceutical sector:**  
Bain & Co, Arthur D. Little, AT Kearney, ISO Group/Monitor
- **27-year teaching experience Lecturer:**
  - 1992 – 2014 : **ESCP Europe**
  - 1996 – 2005 : **HEC**
  - Since 2001 : **Pharmaceutical University Paris XI**
  - Since 2002 : **Smart Pharma Institute of Management**
  - Since 2005 : **ESSEC Health Chair**
  - 2006 – 2017 : **Medical University Paris VI**
  - 2007 – 2013 : **ESSEC / Paris V University**  
[Training of ~950 executives and ~1,900 students]
- **40 articles published**
- **6 books published since 2008 :**
  - “Pharma Marketing Tool Box” (2 editions)
  - “Le marketing du médicament en question(s)”
  - “Pharma Market Insights & Strategy” (2 editions)
  - “Pharma Companies Strategies – Key facts & Challenges”

## Recent publications related to this training<sup>1</sup>

- “Best-in-class Pharma Strategy Crafting”
- “Best-in-class Marketers”
- “Excellence in Execution”
- “Best-in-class BD&L”

## Target audience

The program is specifically designed for:

- Medico-marketing managers
- Senior product managers
- Market research managers
- Sales Managers

## Duration and Organisation of the program

- The training program will be organized in Paris over 5 days (i.e. 35 hours) from **February 3 to 7, 2020**

## Training fees

- The price of the training is set at: **€ 7,500 € (excl. VAT)** per participant including courses, educational materials, facilities rental, snacks and meals

## Application conditions

- Fill-in an application form
- Validate the adequacy of candidate expectations with program content, during an interview with the Faculty Director
- Sign a training agreement

**For any further information, please contact:**

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The application form and the training agreement should be sent to

**Smart Pharma *Institute of Management***  
**1, rue Houdart de Lamotte – 75015 – Paris**

<sup>1</sup> Position papers available on our website: [www.smart-pharma.com](http://www.smart-pharma.com)