

ACQUIRE BUSINESS ACUMEN IN MEDICAL AFFAIRS



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international top experts



Ben Harbour

Strategic Omnichannel for Medical Affairs

“Attending this course allowed me to better understand the process and steps to create an omnichannel strategy in Medical Affairs and learn the do's and don'ts when creating it. The interesting websites and resources shared with us were also valuable.”

Anna Guixe Simon, Digital Scientific Knowledge Officer - **Ferrer** (Spain)



Strategic Omnichannel for Medical Affairs

LEARN

- Online behaviours and needs of Medical Affairs' external stakeholders.
- A six-step process to design an omnichannel communications strategy for Medical Affairs.
- Best practices and case studies of self-service portals, virtual meetings/congresses, Digital Opinion Leaders (DOLs) and social media.
- KPIs to measure the impact of omnichannel campaigns.
- The impact of Artificial Intelligence on HCPs, patient care and the future of Medical Affairs.



The Expert
Ben Harbour

- Ben Harbour is VP Global Accounts with Precision AQ (the new name of Across Health), Europe's leading consultancy specialising in omnichannel customer engagement strategies for life science organisations.
- Ben is a strategic advisor to pharma, biotech and medical device companies on omnichannel communication programmes at the corporate, regional and brand levels.
- He has extensive international experience spanning the clinical, medical and commercial phases of product development across a wide range of therapeutic indications.
- Ben has built a very strong reputation within the international digital pharma community as a high-impact consultant and trainer.

Dates & Locations

26 November 2025 *(live online)*

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“ Expert speaker on the subject. Very good follow-up by CELforPharma.”

Amgen
Karina Travassos De
Carvalho
**Digital Transformation &
Omnichannel Engagement
Project Manager**
France (March 2024)

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Ferrer
Anna Guixe Simon
Digital Scientific Knowledge Officer
Spain (March 2024)

“ I now know a lot more about how medicals operate, when communicating educational content. I found the framework was useful to better understand how medicals design their communication strategies. Some of the content inspired new content formats and add-ons in our existing services.”

Coliquio
Marianna Barth
Head of Commercial Portfolio
Germany (March 2024)

Agenda



All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to margherita.mutto@celforpharma.com.

> Welcome & General Introduction (~15 min)

> The Digital Landscape in e-Medical (1): Stakeholder Needs & Trends (~45 min)

- What are your GPs, KOLs, payers and patients looking for in terms of digital and omnichannel engagement, today and tomorrow?
- Definitions and examples of the omnichannel engagement framework

> The Digital Landscape in e-Medical (2): Where Is Your Company Today? (~45 min)

- The changing role of Medical Affairs
- Importance and role of Medical Affairs supporting an omnichannel launch
- The digital maturity of pharma companies – where is your company today?

> Designing a Digital Innovation Strategy for Medical Affairs (~1 h 45 min)

- The six steps to building an omnichannel e-medical strategy:
 1. Setting the strategic foundation
 2. Understanding the customer groups
 3. Communication planning
 4. Content strategy & development
 5. Channel orchestration
 6. KPIs to measure the impact of your campaigns

Lunch Break

> Focus on the Most Impactful e-Medical Tactics: Trends, Best Practices and Case Studies (~2 h)

- Self-service portals
- Virtual meetings and congresses
- Digital Opinion Leaders (DOLs) and social media

Theory and real-world examples are complemented with break-out exercises and discussions.

> The Future of Pharma: Trends and Trajectories (~45 min)

- A look at the impact of the latest AI tools and technology to support and improve HCP and patient care
- What impact will it have on our industry now and in the future, and how do we need to future-proof ourselves?

> Close (~15 min)

Registration Form

Complete the below form and email to aswaan@celforpharma.com
or go to www.celforpharma.com and complete the online registration form.



QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

Course(s)

Course Title

Course Date(s)

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title Email

First Name Mobile Number

Last Name Country of Work

Job Title

Company Details

Company Name

VAT Number

Invoicing Address:

Street Address

City/Province

Postcode

Country

Payment

Payment Method ☐ Bank Transfer (+3%) ☐ Credit Card

PO Number (optional)

Confirm Registration

In order to complete the registration, please tick the following box(es):

☐ I, the participant(s), have read and accept CELforPharma's
Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy)
and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

☐ I accept that CELforPharma regularly sends me information by email on topics discussed within their website
(www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time.
I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's
Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.