

Advanced Workshop on Competitive Intelligence in Pharmaceutical Industry

Mumbai

Venue : Andheri / Santacruz
16 – 17 May 2020 (Saturday & Sunday)
Time: 9.00 a.m. to 5.00 p.m.

Competitive Intelligence for any Pharmaceutical company is not a one-time activity. It should be continuous and robust, by using best tools and techniques. Strong CI enables all functions of company to take wise strategic decision. CI is base of all the other functions, may be forecasting, sales analytics and Marketing. Our workshop enables to learn best practices, tools, techniques to provide insightful CI as a an inhouse or from the consulting side and become CI Champ

Objective of the Workshop :

Competitive Intelligence work is structured to equip participants with tools to collate, analyze, and apply information about products, domain constituents, customers, and competitors for short term and long-term strategic planning needs of an organization.

Organizations and organizational units increasingly employ competitive intelligence (CI) to support decision- making, management, and to build and sustain competitive advantages.

As the formal practice of CI has grown in adoption and sophistication, information professionals are often charged with intelligence-related responsibilities.

What will you learn :

- Participants would be able to develop capabilities to execute complex cross functional activities
- Knotting analyses and synthesis, Generating veritable intelligence, Resolving and capping, Due Diligence spawning decision drivers, Navigating intelligence streams in other to produce superlative capabilities and performance for rapid and sustainable growth and expansion.
- Gain competitive advantage and enhances strategic planning and positioning
- Become conversant in competitive intelligence, strategic and corporate/organization terms and concepts.
- Develop more in-depth knowledge of and anticipate issues impacting organizational effectiveness and competitiveness.
- Develop an awareness of issues and trends in the field of competitive intelligence, including research, analysis, and process management.
- Know how to take advantage of opportunities for information professionals in the field of competitive intelligence.
- Know the range of competitive intelligence tools & services; as well as how to select, evaluate, triangulate and use them effectively.
- Gain familiarity with competitive intelligence-related projects and deliverables.
- Identify and apply professional tools, news, and resources to gain awareness and build upon skills.
- Learn how to protect an organizations' competitive and knowledge assets from internal and external threats.
- Elevate problem solving through targeted analysis

Who should attend :

1. Professional working in Indian Pharma Industry (Marketing, PMT, Sales Force Analytics, Forecasting, CRM) and envisioning to be future CI champion
2. Professionals working in Clinical Research, Pharma Sales, aspiring to work in Management consulting and Pharma business Analytics
3. Professionals working in KPOs and aspirants for Global Pharma Offshore Analytics Centre
4. Professionals aspiring to work in consulting firms and knowledge centres of life sciences business Analytics firms
5. Professional aspiring to working in Indian Pharmaceutical companies in Analytics/ CI domain
6. Students (Recently passed out or 2nd/3rd Year) with MBA (Marketing), with UG Degree (B Pharm, BDS, BSC, MSC, Biotech, Nursing, Micro Bio)/ M Pharma / MBA (Pharmaceutical Management)

Public Data Sets to be used for CI on Pharma Space :

1. Clinical trial registries
2. PubMed
3. Patent websites
4. Medical websites
5. Others

Day 1

Part 1 Introduction To Competitive Intelligence

- What is competitive intelligence and how does it relate to any business?
- The importance of competitive intelligence – how competitors shape your environment and influence your strategy and when they impact your business
- Competitive impact points
- A process for structuring CI and thinking about your competitors

Part 2 Competitive Intelligence Planning and Data Collection

- Defining the competitive set – who are your current and future competitors?
- How to use the web to find competitive data - Sources for data and how to access those sources
- How to use and apply public domain sources to find key information on your competitors
- Ethical competitive data gathering tools and techniques
- How to get information on competitors from third parties?
- Sorting the data and eliminating the valuable from the valueless
- Using research in gathering CI – how to apply the traditional tools
- Understanding the information and organize key market drivers that influence both you and your competitors' strategies
- Assessing the value of the data before analysis – key rules

Part 3 Analyzing the Data and Generating Insights

The key tools for analysing competitive data focusing on the descriptive tools including and applying a selection from:

- Competitive Intelligence used for BD&L Process
- Competition Tracking for Inline Brands
- Competitor Mapping
- Competitor Threat Assessment
- Competitor Launch Time estimate

Day 2 Part 3 Analysis The Data-continued..

The key tools for analysing competitive data focusing on the predictive tools using a selection from: - Success analysis

- Inline-Pipeline product assessment
- Opportunity gap analysis
- Scenario planning
- War gaming
- The Competitor SWOT analysis
- Collating Primary CL with Secondary

Day 2 Part 4 Applying The Data to Get Competitive Edge

- Using the competitive SWOT to understand what your competitor strategy might be
- Using your analysis of their likely strategy to decide what your next steps should be
- Distilling the actions from the objectives
- Understanding how to position away from your competitors
- Communicating the information on competitors – a symbiotic relationship
- Case Studies

Q&A / Discussion

Certificate: Certificate of Participation would be provided to all participants.

Trainers Profile:

Mr. Dinesh Pandey

Chief of Staff - PharmaAce

Dinesh has 14+ years of experience in Healthcare/Lifesciences Management consulting (Business Analytics/Competitive Intelligence/ Forecasting/ Sales Force Effectiveness/ and Market Research) in healthcare and pharmaceutical industry. He has hands-on experience of working with Top 10 global pharma in the areas of CI/Market Research. He has Anchored BD efforts for a Pharma consulting firm.

He has taken interest in comprehending evolving business / technology / Life Sciences & Healthcare domain landscape and how it can be leveraged to improve commercialization and consolidation.

Conducted several corporate Trainings (Novonordisk/ AstraZeneca) and is Visiting Faculty (IIHMR/ Cliniminds/ Dr. KNMIPER, etc.)

Previously worked in Cipla, PharmaARC (now IQVIA), Data Monitor and Indegene

Mr. Sunil Singh

Senior Manager – Corporate Strategy & PMO

ACG

Sunil is Life-sciences and Pharma professional with 10+ years of experience across the entire pharma value chain (from manufacturing to maximizing market access to corporate strategy). In his current role, he is part of an internal corporate strategy consultancy function, advising ACG's for businesses, including Capsules, Equipment, Packaging and Track & Trace in growth strategy, strategy planning, go-to-market, program management, and organization design projects. He has broad experience at all management levels, senior executive communication, and stakeholder management.

He has earlier worked as Manager Life Sciences Consulting with Tata Consulting Services and Kinapse. He has also worked with Deputy Manager, Global Market Access with GSK.

He has strong experience in the areas of Competitive Intelligence, Pricing, Health Economics, Primary Research, Real World Evidence and several other areas.

About Cliniminds

Established in 2004, Cliniminds is leading health sciences training and consulting organization. Over 8,000 life sciences professionals and students have been trained in clinical trials, pharmacovigilance, business analytics, clinical data management, medical writing, regulatory affairs, biostatistics, ethics and many other areas. Cliniminds has provided training and consulting solutions to several global organizations including WHO, NIH, Robert Bosch, and several other organizations. Cliniminds has experience of conducting over 100 professional workshops. Cliniminds has also won several prestigious awards from several organizations, including ASSOCHAM.

Workshop Registration Fee:

Rs. 18,000/- (including GST). Early Bird Registration before 15th April 2020 : Rs. 13500/ (including GST).

Fee payable by cheque in the name of “ Tenet Health Edutech Pvt. Ltd.” or pay through NEFT :

Tenet Health Edutech Pvt. Ltd.
HDFC Bank Ltd.
Current A/c : 01938630000081
RTGS / NEFT IFSC : HDFC0000193

You could also pay through Credit / Debit Card.

Contact us: info@cliniminds.com or Call : Mr. Rahul Malia - +91 9560700986, Mr. Vinayak Shahani - +91 95606 65441

Registration Process :

1) Online Registration available on www.cliniminds.com

or

2) Fill in the details in the enclosed form, enclose cheque or NEFT transaction details and courier it to :

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