

IX Практическая конференция

«PHARMABRAND – 2018»

МНОГОПРОФИЛЬНАЯ КЛИНИКА «БУДЬ ЗДОРОВ, БРЕНД»
ОТКРЫВАЕТ СВОИ ДВЕРИ!

В программе: маркетинговая диагностика и оздоровление брендов.

9 апреля 2018 года • г. Москва



THE MULTIDISCIPLINARY CLINIC "BE HEALTHY, BRAND" OPENS ITS DOORS!

Program: marketing diagnostics and recovery of brands

April 9, 2018 Moscow

REGISTER ONLINE



Opening hours of the registration desk: 9.30 a.m. – 3.00 p.m.

Specialists are available: 10.00 a.m. – 6.30 p.m.

Detailed clinic's schedule:

9.00 a.m.– 9.30 a.m. Participants registration. Welcoming coffee.

09.30 a.m. – Conference opening. The host's welcoming words.

09.30 a.m. – 11.40 a.m. MEDICAL LABORATORY OF BRAND. ANALYSES AND DIAGNOSTICS.

PLENARY SESSION: Pharmaceutical market inside out – invisible figures, indicators, trends and predictions

Moderator: **Evgeniya Eyramdzhants**, Head of a Market Research Group, OTC PHARM

An analytical puzzle for the mind: a series of reports on the current state of marketing.

Only exclusive and relevant data from leading analytical agencies and market trendsetters.

How to “choose a treatment strategy”: comparison of forecasts for 2018, strategy and tools for analysis review.

9.30 – 9.50 Office No. 1. COMPLEX DIAGNOSTICS AND ANAMNESIS

- TOP-5 brilliant trends in pharmaceutical marketing 2018-2025
- Effective strategies for original drugs and generics, Rx and OTC, Russia and import
- 10 bricks: how do market leaders build their marketing strategies?
- “Uniqueness code” – positioning strategy and detachment from competitors
- The chief doctor makes the diagnosis: shareholder's view on marketing and sales

9.50 – 10.10 Office No. 2. X-RAY or DEEP 4D STUDY OF BRAND

- Applicable toolkit for brand analysis: surgical instruments used by marketing professionals (ROI of online and offline activities)
- Decision-making tools - mathematical stands (we plan brand health with mathematical precision)

Evgeniy Gordeev, general director, BREFFI

10.10 – 10.30 Office No. 3. ECG AND SPIROMETRY OF MARKETING: Marketing Pharmacotherapy: How to distribute marketing resources correctly

- How the costs of various marketing tools compare
- How predictable is ROI
- Riskiness of investments vs Possibility of achievement of an estimated result

Ekaterina Mitina – producer of the conference, Tel.: +7 (495) 995-80-04, ext. 1147, e-mail: e.mitina@infor-media.ru

Check for updates on the web-site: <http://www.pharmabrand.ru/>

*Final confirmation is expected

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- The most important tools for brand promotion

TV commercial

- How to evaluate the result
- Range of effort
- Successful / not successful cases

Sales Force

- From staffing to real FTE
- How to measure the impact of real business activity
- How to evaluate the result
- How to optimize the Sales Force distribution based on the obtained result

Veniamin Munblit, director of “Analytics and Counseling” unit, Ipsos Healthcare

Artem Bestalantov, project manager, Ipsos Healthcare

10.30 -10. 50 Office No. 4. CONTRAST AND NON-CONTRAST 4D COMPUTED TOMOGRAPHY

- Transformation of marketing classics into the marketing of a new era. Strategies for the future
- Digital world of pharmaceutical industry today: concept, technologies, future. Will robots make marketing professionals obsolete?
- New challenges, new services, new marketing, new implementation

Igor Klimanov, corporation development director, ProfitMed

10.50 -11. 10 Office No. 5. ECG: The way to the heart of the consumer. Modern recipes for the promotion of pharmaceutical brands through advertising on transport. Best practices of treatment

- External application - ooh-examination, treatment with transit advertising
- Clinical analysis - efficiency of transit, work with other drugs, complex treatment.
- Admission to destination: clear targeting and coverage of the target audience in the outfit
- The best world and Russian practice of placing pharmaceutical brands on transport
- Non-standard methods of treatment with the help of creative - the method of emotional impact on the consumer

Anna Bogatskaya, Head of Sales, TMG (Moscow)

11.10 -11. 20 Office No. 6. MRI diagnostics: TOP-5 international marketing trends

Ilya Kupriyanov, Development Director, Doctor at Work

11.20 – 11.40 Closing remarks. Questions and answers

11.40 a.m. – 12.00 p.m. coffee break, getting acquainted and unlimited opportunities for your communication with colleagues

12.00 p.m.-1.00 p.m. DEPARTMENT OF INTENSIVE THERAPY.

Master class: The Patient Will Hear You Now: Adapting to the shift in how patients and professionals consume your digital content

Moderator: **Bryan Cohen**, Innovation Fellow, Digital Platform Lead, Pfizer (USA)

To market effectively, companies must view the journey through the consumer’s experience. Yet that experience changes, daily, thanks to interconnectivity and the smartphone. The amount of product channels is dizzying - websites, mobile apps, social media, video, blogs, and more. Users move from channel to channel, and device to device, expecting seamless data. In a world of new competition and technological advances, pharma must evolve, or risk becoming irrelevant in a consumer’s eyes. Can you become the trusted source of knowledge? In this session, you will discover:

- Understand the communications technology revolution we live in, and grasp the impact on the medical world
- Know what type of relationship your users expect

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- "Tell an experience" by incorporating everything from websites, mobile apps, social media, YouTube, and more into an experience
- Align your content acquisition and creation to the needs of the channel
- Pioneer an omni-channel marketing approach for greater reach, cater for medical professionals by being present on the channels they're most likely to engage
- Real life examples of campaigns using the latest tools and channels, combined with creativity and care
- Work in small group exercises to create social media mission statements, topic mapping, and care flows

1.00 p.m.- 2.00 p.m. Lunch. Prophylactic examinations and personal consultations with specialists

Important! Our medical center guarantees the brand's anonymity: all personal information, including the results of surveys, is kept in the strictest secrecy and is not passed on to third parties under any conditions

2.00 p.m. – 3.00 p.m. RESUSCITATION UNIT. TRANSFORMATION OF CONTACT FROM OFF-LINE TO ON-LINE. BIG CONFERENCE: Will Digital make "live" communications obsolete?

Moderator: **Igor Klimanov**, corporation development director, ProfitMed

Roundtable discussion topics:

The Matrix Reloaded. What does the Digital Marketing era bring? Why should the pharmaceutical industry be present online?

What tools become available? What is the best way to use them?

Vaccination via Skype: telemedicine as an element of digital communication methods

Cyberrevolution of medical representatives. What will happen after medical representatives disappear and when will this era come?

Conversion of live visits of representatives into virtual visits

Digital analysis of drugs nowadays: Is it possible to calculate ROI of digital promotion?

Benefits and contraindications of new social networks

Variations in the use of SMM and video bloggers. How to choose an agency for SMM and SEO?

Brand advocate: how does one avoid breaking the law?

Speakers:

Olga Alesina, Digital Marketing Manager, Takeda Pharmaceuticals

Elena Kiparenko, Head of Marketing and Advertising Department, Alkoy group of companies

Valentina Razenkova, Head of Marketing, "NTM"

Dmitry Shchurov, Director, Strategic Planning and Operational Development, Pfizer in Russia

Andrey Lebedev, Head of Business Performance Management, Boehringer Ingelheim LLC

Oleg Feldman, managing director, Ipsos Healthcare

3.00 p.m. – 3.40 p.m. VACCINE PREVENTIVE ACTION. SUCCESS CRITERIA.

EVENING CONFERENCE: How do pharmaceutical companies in Russia approach the planning of the future portfolio of drugs?

Moderator: **Maria Rusinova**, Director for Analytical Work, Valenta Pharmaceuticals

Roundtable discussion topics:

What are the reasons for the success and failure of new product launches? And what are the criteria for success or failure?

The difference between the approaches of foreign and domestic companies. Generating new ideas or selecting from existing or mandatory-for-the-launch ones at the head office?

How is the process of finding new products designed? Who generates ideas? What happens to them next? Are there successful examples?

Is it difficult to find information so that the idea of the product is approved?

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Speakers:

Sergey Beloborodov, executive director, Sentiss Rus

Elena Il'ina, Vice-President for Business Development, NovaMedica

Fedor Kadykov, BD Director, Pfizer in Russia

Tatyana Laricheva, Head of General Therapy Department, TEVA

3.40 p.m.- 4.00 p.m. Coffee-break

<p>4.00 p.m. – 5.00 p.m. REVIEW OF CLINICAL CASES. TRADE MARKETING AND FIGURES IN PHARMACEUTICAL RETAIL. SPECIAL DISCUSSION COMMISSION: What is a strong brand in pharmacy retail?</p> <p>Moderator: Evgenia Lamina, Commercial Director, 36.6 Pharmacy Chain</p> <p>Pharmacy wars over budget: How to determine the correct budget for pharmacy chains? How to optimize the promotion of pharmacy chains? Business and promotion of an online pharmacy: how can a pharmacy create and promote an Internet-direction, how should it work with end-users? Digital technologies for the promotion of traditional off-line pharmacies: how do they work online? Trade marketing of pharmacies aimed at end-users: personalization of the pharmacist, programs of loyalty and targeted customer engagement. Tools and technologies for recognizing customers in a salesroom</p> <p>Speakers: Elena Nedzvetskaya, Marketing Director, 36.6 Pharmacy Chain Oleg Goncharov, Marketing Director, Apteka 24 Pharmacy Chain Konstantin Minin, General Director, Gevarus Igor Klimanov, corporation development director, ProfitMed Oksana Krasnykh, Commercial Director, Materia Medica Holding</p>	<p>4.00 p.m. – 5.00 p.m. DEPARTMENT OF INTENSIVE THERAPY. Master class: Psychology of the seller, when the plans seem unworkable</p> <p>Moderator: Marina Baranoff, capabilities building manager, Novartis Pharma</p> <ul style="list-style-type: none">- This is a sweet word - motivation! What today motivates and demotivates medical representatives- Fatal role of the manager - how to set the task so that then "do not kill"- Coaching in the fields: myth and Reality.- "What is called a coaching, is not coaching!" Is it possible to teach coaching?- Restrictions? Capabilities!
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5.00 p.m. – 6.30 p.m. DEPARTMENT OF INTENSIVE THERAPY. A unique master class: Key trends in the global marketing of the pharmaceutical business: lessons for Russian players

Moderator: **Garrett Martin Johnston**, CEO of macroscope consulting

Description of the master class:

- Marketing is not as "promotion", but as a complex cocktail of all elements of customer delight - products, services, it and offline channels, prices, partners and related products / services, people. This is the whole chain B2B2B2C2C - doctors, pharmacies, forums, patients, insurance companies, regulators, clinics and so on. The best cases in the world. Relevance for Russia

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- Marketing became "digital", and the patient remained "analog" - how to combine them? The best cases in the world. Relevance for Russia
- Personalized / micro-segment medicine and marketing. The best cases in the world. Relevance for Russia
- CRM and permanent communication between the manufacturer and the patient. The best cases in the world. Relevance for Russia
- Financing of medical products by insurance companies. The best cases in the world. Relevance for Russia
- Specific recommendations to Russian players for profitable compliance of their integrated marketing requirements of the 21st century

Manufacturers / importers / distributors of Rx generics

Manufacturers / importers / distributors of Rx specialized preparations

Manufacturers / Importers / Distributors OTC

Pharmacy chains

Clinics

6.00 p.m. End of the hearings.

We wish you health and longevity!

QUICK REGISTRATION FOR APPOINTMENT