BUSINESS DEVELOPMENT STRATEGIES IN THE HEALTHCARE SECTOR
Available as public seminar and in-company customized solution

Keywords:
Business development scope defined, selecting, segmentation and targeting viable business opportunities, how to conduct a QSWOT, building a commercially viable and financially sound business case, strategy development, Porter’s 5 forces model, integration process, strategic execution in a business development context.

Program Contents:

Module 1: Changing the Healthcare and Pharma sectors:
- The Pharma business value chain defined
- The evolving healthcare business (challenges and opportunities)
- Key response of Pharma and healthcare providers to the current and future challenges
- Emergent role of Business development in the Pharma / healthcare sectors

Module 2: Business Development Planning Process: External Value Perspective:
- Business planning in process; Focus on customer value
- Modes of segmentation
- Tool box for the assessment of medium to long term segment and service attractiveness “external perspective”
- Understanding changes in the segments behavior
- Definition/re-defining your customer needs; creating customer value
- Porter’s 5 forces model for evaluating segment competitiveness
- Competitive landscape & Competitors grouping

Module 3: Business Development Planning Process: Portfolio & Resources Optimization
- Critical review on your portfolio competitiveness; Review your own company resources
- The assessment of medium to long term segment and services attractiveness “internal perspective”
- Assessing your value proposition

Module 4: Generating Options and Decision Making in Business Development Context
- Various Business Development options:
  - Alliances (pros and cons)
  - The Acquisition and the Mergers scenarios
  - Licensing and Biotech opportunities
  - Others

Module 5: Business Development & The S-Curve
- S-Curve defined, and how to manage and leverage the S-Curve for maximum value

Module 6: Mastering the implementation efforts in a Business Development Context

Who Should Attend?
This program is designed for middle to Senior Marketers and Business Managers who may want to maximize their business practice through spotting, validating, deciding and eventually implementing sound business cases to further develop the business and achieve profitable optimized growth. Business Development Managers, Marketing Managers, Group Brand Managers, Senior Brand Managers and potential marketers are examples to attend this workshop. General Managers, Sales and Country Managers are also encouraged to participate into this program.

What is the program take away?
By attending this program, participants will be able to learn the following:
- Understand the context of business development role in the changing business environment
- Understanding the "why" of a business case rather than the "how to fill out the template"
- Assessing Strategic, Local segment / opportunities attractiveness, based on customer needs and value
- Assessing current portfolio competitiveness and direction for business development
- Changing the perspective of validating your S-curve and PLC
- Enabling participants to exercise the use of tools in such a way as to obtain "Vision" and to link actions to the findings

Duration:
This 3 days program is available as a public seminar and can also be customised for your company. Please refer to our public seminars’ calendar on our website www.ttmassociates-international.com