

**A 6-WEEK SELF-MANAGED, WRITTEN, DISTANCE LEARNING COURSE**

**Start 1 November 2010 • End 10 December 2010**

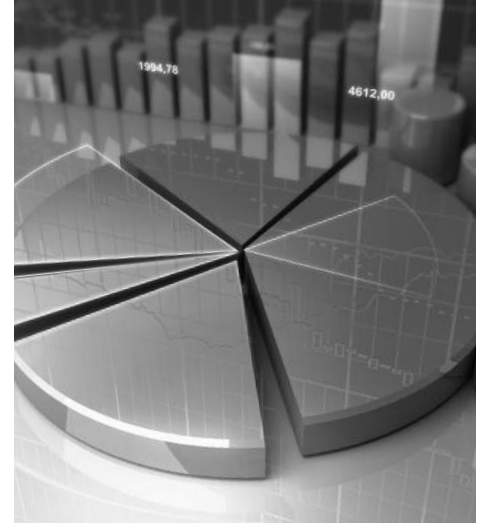
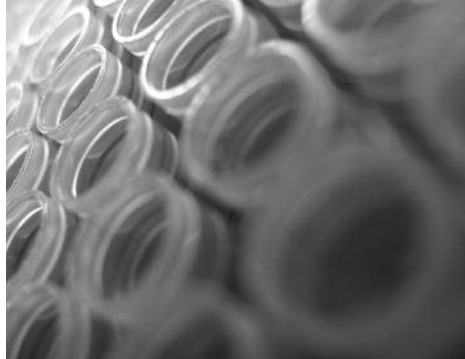
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for details...

# Understanding the Pharmaceutical Industry

An insider's guide designed to enhance your working knowledge of the pharma, biotech and life sciences sector



## THIS COURSE WILL:

- **Provide** a review of the dynamics and drivers of the industry
- **Outline** the drug development process, including pre-clinical activities
- **Define** the key challenges faced in registering a drug
- **Focus** on the function and importance of alliances and deals
- **Enable** you to get-to-grips through each clinical trial phase
- **Explain** the particular marketing and selling strategies, tactics and techniques employed in the pharmaceutical industry
- **Examine** the current and future trends and their implications across the sector

## Designed for:

Anyone who is new to the industry or would like to broaden their understanding and knowledge of all aspects of the industry and how their role fits in.

[www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning)

**Save up to 50%**

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# Overview

## Why choose Understanding the Pharmaceutical Industry distance learning course?

**Understanding the dynamics and drivers of the industry you work in is key to understanding how and why key decisions are made. In turn, this enables you to appreciate your potential impact on the overall success of the organisation.** Falconbury have developed this concise distance learning course which delivers a complete insider's guide to the pharmaceutical industry; it's history and background, the process of discovery, clinical trials, taking the drug to market; the challenges and opportunities facing the industry now and in the future. If you are new to the industry, or are in a support role or otherwise would like to broaden your understanding of the environment in which you work, then this programme is essential for your development.

## Who should take this course?

Anyone working within the industry who is new to it or who would like to broaden their understanding of the pharmaceutical industry and who works in any of the following functions:

- R&D: all areas of drug discovery and development, including clinical and regulatory affairs
- Production and quality assurance
- Marketing and sales
- Business development and licensing
- Finance
- Legal
- Human resources
- Administrative support

## What this distance learning course offers you:

- 1 Flexibility** – learn at a pace and place of your own choosing
- 2 Manageable** weekly instalments and self-assessment progress questions
- 3 Self-managed** study – no compulsory marked tests or assignments for submission
- 4 Practical** focus on key areas of the pharmaceutical industry
- 5 Certificate** on course completion
- 6 Guideline answers** for self-assessment questions
- 7 Reduced expenditure** – no hotel fees, travel costs or time out of the office
- 8 Optional online assessment** upon completion of the course

## Structured to fit into your working day

The course is designed to fit around your current commitments with each module requiring an average study time of 3 to 4 hours. Course materials can be sent to you anywhere in the world and offer the flexibility of studying at work, at home or on the move, while always having access to confidential help and support.

## Online final assessment

Upon completion of the course there is an **OPTIONAL** final assessment in the form of an online multiple-choice paper. This is evaluated by the Academy of Distance Learning in Business training faculty.

**'I was very impressed with the content of the course...'**

Rishi Patel, Pharmacist, Amdipharm

# Course content

## Module 1

### INTRODUCTION TO THE PRESCRIPTION PHARMA INDUSTRY

- The structure of the pharmaceutical industry; international importance
- A brief history
- Medicines classification
- How the nature of disease and drug treatment relates to industry therapeutic areas
- Mission statements and therapeutic goals
- What is distinctive about the pharmaceutical industry?
- The importance of intellectual property rights

## Module 2

### DRUG DISCOVERY AND PRE-CLINICAL ACTIVITIES

- The target product profile
- Key milestones in the development process
- Drug synthesis and selection; safety; animal pharmacology; ADMET
- Biotechnology/start-ups – differences between biotech and pharma companies
- Contract research organisations
- Enabling technologies

## Module 3

### FROM CLINICAL TRIALS TO REGISTRATION

- GCP
- Data management and statistics
- Clinical trials by phase
- Attrition rates
- Pharmaceutical development
- Manufacturing (including GMP)
- Quality control/assurance
- Drug registration
- Orphan drugs

## THE FALCONBURY TRAINING PARTNERSHIP SCHEME

**With our Training Partnership Scheme you will get great savings: Enrol 2 get 1 free, enrol 6 get 3 free, enrol 10 get 5 free.**

For more information on the substantial discounts offered by our Training Partnership Scheme please visit our website:  
[www.falconbury.co.uk/public/content/training-partnership-scheme](http://www.falconbury.co.uk/public/content/training-partnership-scheme)

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#### Module 4

### BUSINESS DEVELOPMENT

- The function of business development
- The importance of strategic alliances
- Mergers and acquisitions

#### Module 5

### HOW DRUGS ARE MARKETED AND SOLD

- Pharmaceutical market research
- Marketing strategies
- Promotional activities – the sales force and advertising
- Pricing
- Distribution
- Parallel trade
- Who's who in the marketing department

#### Module 6

### CURRENT AND FUTURE TRENDS

- Emerging geographical markets
- US vs Europe
- Product life-cycle management (including Phase IV development)
- Strategy for new therapeutic markets
- Barriers to future entry
- Diversification away from pharmaceuticals

## PHARMACEUTICAL IN-HOUSE TRAINING

[www.falconbury.co.uk/inhouse](http://www.falconbury.co.uk/inhouse)

Falconbury have developed an extensive range of in-house training programmes designed specifically for the pharmaceutical industry in both face-to-face and distance learning format. Each programme can be developed for your needs or we can create something new that will specifically fit your business culture and development needs. Topics include: Understanding the Pharmaceutical Industry, Finance for the Non-Financial Manager in the Pharmaceutical Sector, Drafting Contracts for the Pharma Sector, Mini-Masters and many more.

For your FREE quote, please contact Caroline Glen on +44 (0)20 7729 6677 or email [inhouse@falconbury.co.uk](mailto:inhouse@falconbury.co.uk)

## Contributor

**JOHN ANSELL.** Since 1989 John has been a pharmaceutical industry consultant. He concentrates on international projects with a commercial and strategic emphasis, reflecting his previous industry experience in marketing and business development. He has worked with many major pharmaceutical companies but advises companies of all sizes including start-ups, as well as those providing services to the industry and those investing in it: some 110 clients in all.

A Biochemistry graduate with a Masters degree in Business Studies, John started his 20-year career in the pharmaceutical industry in Holland with Organon. He subsequently worked for Schering AG and Fisons in the UK, and again in Holland, with Solvay. Lastly, from 1985 to 1989 he worked in international marketing for Glaxo Holdings.

He is the author of over 40 articles and reports on pharmaceutical issues. His most recent article is *Product Life Spans: Trends in the Quality and Staying Power of New Products* (Spectrum, Decision Resources, June 2008).

He has advised numerous investment banks including six of the top seven; he is placed in the top 5% leader category of the Gerson Lehrman Group's consultants, based on quality of interaction with its financial and consultancy clients. He is also Honorary Consultant to the University of Manchester School of Pharmacy and Pharmaceutical Sciences.

John is a frequent speaker at industry conferences on various aspects of deals, marketing and R&D strategy. He has presented on US and European biotech deals, on deals involving genomics, generics and OTC, as well as widely on mergers and alliances. He was founding Director in 2005 of Falconbury/Informa's *Pharma Executive Mini-MBA* course. He has also acted as chairman at well over 30 pharmaceutical conferences, on a wide range of topics including: biotechnology, R&D, business development and licensing, technology transfer, due diligence, marketing, promotion, pricing and corporate governance.

John was a long-standing member of the Editorial Advisory Board of the US journal *Pharmaceutical Executive* (1990-2002), served on the Editorial Board of the *Journal of Biotechnology in Healthcare* (1994-98), and has been Chairman of the Advisory Board of Decision Resources since its inception in 2005.

'Many examples and simple language makes this programme very easy to understand and useful'

A Marketing Associate, Bosnalijek dd

## Need it for your whole team?

This course can provide fantastic value for training and developing your whole team. If you are interested in a corporate multi-participant deal or licence agreement please contact **Ehi Alonge** on +44 (0)20 7729 6677 or email [ehi.alonge@falconbury.co.uk](mailto:ehi.alonge@falconbury.co.uk)



## Three ways to take this course

- 1 Start on 1 November and receive one module every week for 6 weeks
- 2 Start the course at anytime and receive all the modules all in one go
- 3 Go to [www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning) and enrol to receive the course as pdf downloads immediately upon payment

# 1 2 3

To book or for more information, call +44 (0)20 7729 6677 Email: [bookings@falconbury.co.uk](mailto:bookings@falconbury.co.uk)

## UNDERSTANDING THE PHARMACEUTICAL INDUSTRY

### 6 WEEKLY MODULES

Start 1 November 2010 • End 10 December 2010

Ref: 1505

Start anytime • Download it: [www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning)

Please quote your Partnership Number to receive your reduced rate

### IT IS IMPORTANT TO FILL OUT ALL THE INFORMATION BELOW

For more than three participants please photocopy the form as needed

1st participant's details		Download now!		Partnership Price	
Full Price		SAVE £100/€126		SAVE £250/€313	
<input type="checkbox"/> £499	<input type="checkbox"/> €625	<input type="checkbox"/> £399	<input type="checkbox"/> €499	<input type="checkbox"/> £249	<input type="checkbox"/> €312

Mr/Mrs/Ms (surname) \_\_\_\_\_

First names \_\_\_\_\_

Job title \_\_\_\_\_

Tel \_\_\_\_\_

Email

2nd participant's details		Download now!		Partnership Price	
SAVE 15%		SAVE 15%		SAVE £250/€313	
<input type="checkbox"/> £424.15	<input type="checkbox"/> €531.25	<input type="checkbox"/> £339.15	<input type="checkbox"/> €424.15	<input type="checkbox"/> £249	<input type="checkbox"/> €312

Mr/Mrs/Ms (surname) \_\_\_\_\_

First names \_\_\_\_\_

Job title \_\_\_\_\_

Tel \_\_\_\_\_

Email

3rd participant's details		Download now!		Partnership Price	
FREE		FREE		SAVE £250/€313	
<input type="checkbox"/> £FREE	<input type="checkbox"/> €FREE	<input type="checkbox"/> £FREE	<input type="checkbox"/> €FREE	<input type="checkbox"/> £249	<input type="checkbox"/> €312

Mr/Mrs/Ms (surname) \_\_\_\_\_

First names \_\_\_\_\_

Job title \_\_\_\_\_

Tel \_\_\_\_\_

Email

### Contact details (ALL INVOICES WILL BE ADDRESSED TO THIS CONTACT)\*

**NOTE:** Enrolments received within 7 working days of the start date may experience a delay in receiving the first Module.

Mr/Mrs/Ms (surname) \_\_\_\_\_

First names \_\_\_\_\_

Job title \_\_\_\_\_

Tel \_\_\_\_\_

Email

### Organisation details

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

### Payment details

**NB Please note that payment must be made in advance of the course, Falconbury reserves the right to refuse the release of modules if payment has not been received.**

I enclose a cheque made payable to Falconbury Ltd  PO Number \_\_\_\_\_

I would like to pay by bank transfer (BACS) payment:

In GBP Sterling (£) to Nat West Sort Code 60-04-16 • Account No. 30212820

In Euros (€) to Nat West Sort Code 60-04-16 • Account No. 90618831  
IBAN No. GB78NWBK60721190618831

Please charge my credit card  Mastercard  Visa

Card no.

Expires  Security number (last three digits on signature strip)

Alternatively book via our secure booking form on our website or call us with your card details.

Cardholder name \_\_\_\_\_

Signature \_\_\_\_\_

\* Contact details above must be those of the cardholder

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## 5 WAYS TO ENROL

WEB [www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning)

E-MAIL [distancelearning@falconbury.co.uk](mailto:distancelearning@falconbury.co.uk)

FAX +44 (0)20 7729 6110

TEL +44 (0)20 7729 6677

POST Falconbury Ltd, 10-12 Rivington Street  
London EC2A 3DU, UK

### THE FEE INCLUDES

- 6 weekly, mailed, distance learning course module booklets with self-aid progress questions
- Certificate of participation on completion of the course
- A ring binder to hold the module booklets
- An email contact address for on-going support and advice from the course contributors throughout the course
- Guideline answers to self-assessment questions
- Optional online marked final assessment

### HOW TO REGISTER AND PAY

An invoice and enrolment confirmation will be sent within 7 days, please contact us if you have not heard anything after that time.

Payments may be made by credit card, by bank transfer (for bank account details please see payment details section of enrolment form) or cheque made payable to Falconbury Ltd and posted to the address above. Any questions please contact **customer services on +44 (0)20 7729 6677.**

### MULTIPLE ENROLMENT DISCOUNTS

A multiple enrolment discount of 15% is available on the 2nd and subsequent participant if booked at the same time from the same organisation. This discount can apply to any online discount but, unless otherwise stated, this may not be used in conjunction with any other offer or the Falconbury Training Partnership Scheme.

### ALWAYS READ THE SMALL PRINT

#### CANCELLATIONS AND TRANSFER:

Once we have received your enrolment form the place(s) are confirmed.

#### Up to 28 days before the course

- Cancellation – 10% administration fee
- Transfers – Free of charge
- Substitute delegates – Free of charge

#### 27 to 14 days before the course

- Cancellations – 100% fee
- Transfers – 10% fee
- Substitute delegates – Free of charge

#### 13 to 0 days before the course

- Cancellations – 100% fee
- Transfers – 100% fee
- Substitute delegates – Free of charge

A maximum of one transfer is allowed. After the transfer no cancellation can be accepted and the full invoiced fee will be charged. Transfers are subject to payment of the difference on higher value courses. No substitute may be made after the start of the course.

#### PARTNERSHIP CONDITIONS

The Falconbury Training Partnership Scheme cannot be used in conjunction with any other discount offer, including multiple booking discounts, unless otherwise stated or negotiated.

#### PLEASE NOTE

- It may be necessary, for reasons beyond the control of Falconbury, to alter the line-up of authors or course content. However, every effort will be made to adhere to the published syllabus
- Every effort will be made to distribute the materials according to the schedule. However, certain unforeseen circumstances may delay the despatch of materials

#### DATA PROTECTION

The personal information provided by you on this form will be held on a database. Sometimes your details may be made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose please write to: The Database Manager, Falconbury Ltd, 10-12 Rivington Street, London EC2A 3DY, UK.