

Topics and Speakers for 19th October 2010

An independent review of the Data available to the Pharmaceutical Industry and how it can be used in the Sales Force.

Tony Cox, Head of Business Intelligence - Data Intelligence Ltd.

Covering

- What Data Sources are available?
- The Pharma Supply Chain with Respect to Sales Data
- A quick guide to IMS Data Sets
- Other Industry Data
- NHS Driven Information
- Primary, Secondary and Key Account Data Overview

How to use data to develop methodologies for sales force restructures.

Mark Slater, Head of Analytical Services - Actis Sales Technologies

Covering

- Reasons for restructures
- Calculating the ideal numbers of representatives/Key Account Manager
- The data sources you may consider for restructuring and why
- Who should be involved
- Demonstration of the creation of a territory structure

Working in Partnership with APBI (PMCPA).

Heather Simmonds, PMCPA Director

Covering

- What is happening with the Code
- Code Breeches
- New changes for 2011
- How this could affect our Sales Force

The changing Face of the NHS in the light of new Government Policy

Christine O'Connor – The Catch On Group

Covering

- The abolition of PCT/ SHAs
- What should the sales manager business message be to the sales team?
- An overview of the changes proposed
- The implications of the White Paper
- How the decision making for pharmaceutical use and general healthcare delivery could change
- How Pharma should adapt to add most value and work as partners
- A review of the current “agenda” of the various parts of the healthcare system