

PLCD-WEBINAR: Beyond the Pandemic – Global Market Trends

Highlights

- Entwicklungen des internationalen Pharmamarktes in der Pandemie und darüber hinaus
- Wachstumsfelder und Herausforderungen neuartiger Therapien
- Identifikation von Patienten-Backlogs und Versorgungslücken
- Digitale Möglichkeiten in der Gesundheitsversorgung und Stakeholder-Kommunikation

Zielgruppen

- Lizenz-Manager
- Business Development Manager
- Marketing-Manager
- Sales-Manager
- Geschäftsführer

Termin

- Montag, 21.06.2021
17:00 – 18:00 Uhr
- Virtuell
- Kostenfrei
- Anmeldung erforderlich
- Sprache: Deutsch

PLCD-WEBINAR: Beyond the Pandemic – Global Market Trends

Der Pharma-Lizenz-Club Deutschland (PLCD) bietet Ihnen **am 21.06.2021 von 17.00 Uhr bis 18.00 Uhr** ein **Webinar „Beyond the Pandemic – Global Market Trends“** an.

If 2020 was the crisis year, 2021 is the year of transformation as the world resolves the COVID-19 infection crisis. Now, pharmaceutical companies need to adapt to uncertainty of the post-pandemic world. To emerge from the pandemic and to continue their business effectively, they should build a transformation road map which addresses e.g. care gaps and back-log of patients, engagement with stakeholders, exploration of digital and therapeutic innovations, and much more.

Referent im Webinar ist Dr. Frank Wartenberg, President Central Europe, IQVIA Commercial GmbH & Co. OHG, Frankfurt.

Dr. Frank Wartenberg has been President Central Europe since 2011 and IQVIA's representative in Germany since the merger of Quintiles and IMS HEALTH 2016. As part of his role he owns the full P&L responsibility for Germany and Austria. Prior to 2010, as VP and Practice Leader Commercial Effectiveness, he was responsible for IMS HEALTH's consulting business for sales and marketing in EMEA.

Frank regularly shares his opinions with board members and senior management of the pharmaceutical industry in invited presentations, workshops and private discussions. He is a regular speaker at industry conferences on industry trends and regularly publishes in international and national journals.

Since April 2018, he has been appointed as chairman of the Federal Commission for Digital Health of the Economic Council (“Wirtschaftsrat”) in Germany. Also, with effect from June 2018, he was appointed to the EMEA Regional Advisory Council of DIA, a global research network.

Prior to joining IMS Health, he has build a consulting business in the pharmaceutical industry as General Manager and co-founder of scicon, a mid-sized consulting company focusing on the health care industry which became part of IMS HEALTH in 2004.

Franks academic background includes a diploma in management science and operations research and a doctorate in economics of the University of Karlsruhe, Germany. He also studied history and philosophy.

Das Webinar findet virtuell statt. Ein Anmeldeformular ist angefügt.

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Anmeldung bitte mailen an: stefan.luzar@plcd.de

Bitte in DRUCKBUCHSTABEN ausfüllen:

Hiermit melde ich mich für das PLCD-Webinar 4: „Beyond the Pandemic – Global Market Trends“ am 21.06.2021 an:

Titel, Vorname: **Nachname:**

Firma:

E-Mail:

Kosten: KOSTENFREI

Tagungsort: Virtuell – Sie erhalten rechtzeitig einen Einwahl-Link.

Datenschutz: Mit Ihrer Anmeldung akzeptieren Sie, dass der Pharma Lizenz Club Deutschland Ihre Teilnehmerdaten (Mail-Adresse) an den Referenten des Webinars weiterleitet. Der Referent sendet Ihnen rechtzeitig den Einwahl-Link zum Webinar zu. Es gelten die datenschutzrechtlichen Hinweise, die auf unserer Website unter <https://plcd.de/datenschutz/> abgerufen werden können. Sollten Sie keinen Zugang zu dieser Website haben, schicken wir Ihnen die datenschutzrechtlichen Hinweise gerne zu.

Bitte senden Sie Ihre Anmeldung bis zum 11.06.2021 an:

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