



Conferencias y enfocados

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En la primera promoción del programa se han impartido **tres enfocados**:

1. Project Management, impartido por Juan Costales, Senior Project Manager en PRA Health Sciences.
2. Market Access, impartido por Antonio Fernández, Director, NBD and Government Affairs en Janssen.
3. Emprendimiento, impartido por Ángel Pérez Agenjo, Founder and Managing Partner de Trascendent.



PROJECT MANAGEMENT

Dates: 04 y 05 de noviembre. De 17.30 a 20.30 horas

Speaker: [Juan J. Costales. Senior Project Manager PRA Health Sciences](#)

Language: Inglés

Description: Project management is a growing discipline that is being used increasingly in all kinds to businesses, and in organizations of all sizes, in order to deal with the daily responsibilities of managing projects. This area of expertise is becoming a crucial factor determining the success of all types of companies, but is especially important for complex organizations such as pharma or biotech companies.

During this course we will see how Project Managers add value to their companies by applying effective and standardized project management techniques and methodologies, and how projects are driven within the time, budget and scope constraints in order to provide to the internal and/or external customers with the expected deliverables.

Program:

Day 1 – 04Nov19 (17:30h-20:30h)

17:30h-18:45h Introduction of attendees

1. Introduction to Project Management
2. Methodology of Project Management
3. The Process Groups

18:45h-19:00h Break

19:00h-20:30h

4. Project Integration Management
5. Project Scope Management
6. Project Time Management

Day 2 – 05Nov19 (17:30h-20:30h)

17:30h-18:45h

6. Project Time Management (continued). Practical exercises

18:45h-19:00h Break

19:00h-20:15h

7. Project Cost Management
8. Project Quality Management
9. Human Resources Management
10. Project Management in Social Media

20:15h-20:30h Questions & Answers



MARKET ACCESS

Dates: 10 de diciembre. De 11.00 a 19.00 horas

Speaker: [Antonio Fernández. Director, NBD and Government Affairs Janssen](#)

Language: Inglés

Description: The first part is devoted to providing the Market Access Foundations required by future managers. This will provide an understanding of the payer point of view and the challenges faced by decision makers in the Healthcare System when deciding on granting access to new drugs. After that an introduction to the most prevalent access models in countries with extensive public healthcare systems and how to internally organize to deal with the different stakeholders needs in said models.

The second part focuses in two key practical aspects of the Market Access function from a senior management perspective: The skillset of those required to succeed in the function and the relevance of proper value communication in key face-to-face interactions where most final decisions are made, including how to craft a value story for these interactions.

Program:

Part I. Market Access Foundations

(11-14)

- The Coming of Age of Market Access
- How Market Access became one of the key functions in the healthcare sector, a historical and societal perspective
- The Ethos of Granting Access with Public Funds
- The funding criteria from a payers' perspective and how drug appraisal methodologies match said criteria
- The Access Continuum
- A primer on MA Models, focus on the Spanish model and the MA function

Part II. The Practice of Market Access

(16-19)

- The Market Access Professional Skillset
- A personal reflection on the three key capabilities required by a successful Market Access practitioner
- A Case for Rethoric in Market Access
- How to put together a Value Story with focus on face to face interactions with payers and other healthcare stakeholders



EMPREDIMIENTO

Dates: 12 Y 13 de febrero. De 17.00 a 20.00 horas

Speaker: [Ángel Pérez Agenjo. Founder and Managing Partner Trascendent](#)

Language: Español

Description: El emprendimiento es el proceso de diseñar, lanzar y administrar un nuevo negocio, que generalmente comienza como una pequeña empresa o startup, ofreciendo a la venta un producto, servicio o proceso.

En los últimos años ha aumentado el número de personas en España que deciden poner en marcha un nuevo negocio con todo lo positivo e incierto que supone.

El sector salud ofrece muchas posibilidades para explorar la creación de nuevos negocios. La tecnología, el aumento de las desigualdades en la sociedad, el aumento de hábitos poco saludables o el envejecimiento de la población son solo algunos de los factores que aumentan el tamaño de la oportunidad para emprender en torno a la salud.

Durante estas 2 sesiones exploraremos qué es emprender, las características de un emprendedor, los pasos iniciales para pasar de una idea a un posible proyecto empresarial y los diferentes medios de ayuda existentes para poder emprender en el sector salud en España. Nos detendremos en conocer qué es el emprendimiento social y trabajaremos en casos de éxito y fracaso de start-ups en farma y salud.

Program:

Parte I. Qué es emprender

- Capacidades de un emprendedor (el emprendedor nace o se hace)
- El emprendimiento social
- Intra-emprendimiento
- Necesidades no cubiertas en el sector salud; Oportunidad para el emprendimiento:
 - o Stakeholders mapping
 - o Mapas de empatía

Parte II. Emprendiendo en el sector salud.

- Ejemplos
- Aceleradoras, Incubadoras, ayudas
- Caso práctico