

Rutgers Business School Pharmaceutical Management

Excellence

Diversity

Access



The Blanche and Irwin Lerner Center
for the Study of Pharmaceutical
Management Issues

2024 Certificate Program

April 25 -26 July 11-12 October 10-11

Broaden Your Skill Set



Day 1

Morning Session

Overview of the Pharmaceutical Industry

- Industry structure and competitive framework (leading geographic regions, therapeutic categories, companies/ market shares, blockbuster drugs)
- Characteristics of market segments (“Big Pharma,” specialty pharmaceuticals, generic companies, biotechnology firms, etc.)
- Current regulatory environment and key policy issues impacting drug approval, marketing practices, and compliance
- Summary of key trends and business drivers impacting future performance

Afternoon Session

Patents and Intellectual Property Rights, and Strategic Challenges Facing Early-Stage Biotechnology Companies

- Overview of pharmaceutical patent laws, including Hatch-Waxman, the advance of generic competition and Patent challenges
- Biotechnology firms – alternative business models and contracting strategies
- Private and public financing of early-stage biotechnology Companies
- Drug Development and Approval Process

Pharmaceutical Management Needed Now More Than Ever



The two-day program provides a cross-functional look at the global pharmaceutical industry, containing specialized analyses of drug pricing and reimbursement, sales and marketing practices, legal, regulatory and public issues, valuation measures, and mergers and acquisitions. It is geared toward motivated industry professionals who wish to broaden their perspectives beyond their functional responsibilities, to gain a better understanding of the key strategic, economic, legal, and political issues confronting this highly complex industry. To learn more about this program, or to determine if it can be useful to your team of professionals, please contact us. Thank you.

Mahmud Hassan, Ph.D., Director, The Blanche and Irwin Lerner Center for the Study of Pharmaceutical Management

Day 2

Morning Session

Drug Pricing, Third-party Reimbursement, Marketing and Promotion Strategies

- Managed care, drug pricing & reimbursement, and the structure of drug benefit plans (formularies, deductibles, tiered co-pays, etc.)
- Branded, generic, and OTC competition in key therapeutic categories
- Drug marketing, promotion, and advertising (techniques to influence physician prescribing habits, building disease/brand awareness, D-T-C advertising)

Followed by a luncheon

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Afternoon Session

Strategic and Financial Evaluation of the Industry, and Mergers & Acquisitions

- Pharmaceutical strategy and industry structure: Porters' 5 Forces, SWOT Analysis, PEST Analysis, etc.
- Financial performance metrics and analysis of pharmaceutical companies
- Factors driving stock price performance and valuations in the drug sector
- Mergers and acquisitions, and joint ventures
- "Wall Street" perspective on selected pharmaceutical biotechnology companies.

Grow Your Network

80% of today's jobs are landed through **networking.**



“ This seminar helped me connect the dots between a lot of experience I've had over the past five years in the pharmaceutical industry. ”

John T. Lynch, III
Health4Brands Catapult



Two-Day Pharmaceutical Management Certificate Program

Program Audience:

Executives in the pharmaceutical, healthcare and biotech industries and registered pharmacists.



RUTGERS

Instructors

Gary Borzillo, Ph.D.
Johnson & Johnson

John Longo, Ph.D., CFA
Rutgers Business School; Cyborg Capital Management;
Former Vice President, Merrill Lynch & Co., Inc.

Gary Branning, MBA
Managing Partner and President, Managed Market
Resources; Former Executive Director, Managed Markets,
Marketing, Pharmacia Corporation

Micheal Cole

Cliff Cramer, MBA
Adjunct Professor, Columbia Business School;
Former Managing Director, Merrill Lynch and JP Morgan; and
Vice President Corporate Development, Merck & Co., Inc.

Ian Davidson, Ph.D., MBA
Consultant in Drug Development, Project Leadership, and Management
Ian Davidson LLC

Sam Megerditchian
Director, Intellectual Property

Andrew Purcell
Owner, Jigsaw Consulting LLC



Program Information

Certificate:

A certificate of completion will be awarded to participants attending the Two-Day Pharmaceutical Management Program.

Registration Fees:

\$1,800 (includes all fees) printed materials, parking and meals

\$1,500 (20% discounted rate) for Rutgers University alumni, Bayer HealthCare, Bristol-Myers Squibb, Eisai, Johnson & Johnson, and Novartis professionals and their subsidiaries, and companies currently members of BIO, and HINJ.

Location:

Rutgers Business School
1 Washington Park
Newark, NJ 07102

How to Register:

Register online at www.business.rutgers.edu/lerner

Hotel Accommodations:

For hotel accommodations, please contact:

Hampton Inn & Suite Hotel
100 Passaic Avenue
Harrison, NJ 07029

Reservations: (973) 483-1900

At time of reservation, please mention your affiliation with Rutgers University for a discounted rate.

Shuttle service available to Rutgers Business School upon request.

Questions:

For more information, please contact:

lernercenter@business.rutgers.edu
(973) 353-1016

Acknowledgements:

We gratefully acknowledge BioNJ's support of this program.

Contact information for BioNJ:

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Executive Certificate Program



2024 Sessions: April 25-26 | July 11-12 | October 10-11

Broaden your skillset. Expand your network. Advance your career.

REGISTER TODAY! www.business.rutgers.edu/lerner lernercenter@business.rutgers.edu



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**Strongly agree that the program
will improve their development
and/or management style.**



**Rutgers Business School is ranked among
top 5 destinations in the world
to pursue an MBA in Healthcare/Pharma**
- MBAUniverse.com, 2015

CUSTOMIZED PROGRAMS AT YOUR LOCATION

Rutgers Business School offers programs tailored to fit your company's needs. Partner with Rutgers Business School to develop a customized program that will provide your most valued asset—your staff—with training focused on your company's specific challenges and situations.

You will benefit from:

- World-class faculty and top industry experts with innovative research and extensive experience in educating business leaders
- Effective job performance training to retain employees, promote career advancement opportunities and attract new talent
- An exclusive curriculum incorporating relevant industry-specific solutions
- Necessary business skills to apply practical methods on the job
- On-site sessions scheduled at the convenience of your staff
- An ideal setting for group learning and networking
- A corporate competitive advantage

Our program is specifically designed for business professionals in the pharmaceutical, healthcare and biotechnology industries. Rutgers Business School Customized Programs, offered as on-site training at your corporate location, continue the tradition of excellence, access and service that are synonymous with Rutgers Business School's vision for today's industry leaders.



***Celebrating a Decade of Excellence
in Pharmaceutical Management Research***