



CATÓLICA
MEDICAL
SCHOOL

LISBOA

Daniel Guedelha

João Santos Pereira

[Click here for website](#)

Global Pharmaceutical Industry: Patient, Strategy and Innovation

Course

February 2024: Fridays (from 5pm) and Saturdays (9am-1pm)

Face to Face at Católica Medical School ([link here](#))

Program

Unique opportunity to engage with **seasoned C-level managers** who possess extensive years of experience on both national and international platforms.

Audience

Experienced professionals, spanning from those in their early career stages to those with several years of experience in the pharmaceutical industry, who seek to develop a global, and strategic vision in both **the pharmaceutical and health ecosystems**.



 **CATOLICA** Executive Education
MEDICAL SCHOOL
LISBOA

Global Pharma Industry
30 horas de aprendizagem interativa e focada na indústria

Inscrições abertas

 HOSPITAL DA LUZ
LEARNING HEALTH
TRAINING, RESEARCH & INNOVATION CENTER

 **Católic Luz**
Centro Académico Clínico

1. Strategy and Business

1. Global Pharma Industry and Portugal: **Paulo Teixeira**, *Diretor-Geral da Pfizer Portugal*
2. Business models, Innovation and Access: **Hugo Barbosa**, *EU Customer Omnichannel Director at ViiV Healthcare*
3. The role of Technology in Healthcare: **André de Aragão Azevedo**, *Digital Development Director at Microsoft*
4. Leadership in the Pharma Industry: **Sérgio Alves**, *Country President Portugal at AstraZeneca*
5. New business Models + Business Case: **Daniel Guedelha**, *Chief of Staff* and **João Pereira**, *Exec. Director Católica Med Sch.*

2. R&D and Operations

6. Research & Development Deep Dive: **Tarkan Dogru**, *Head Technical Development Synthetic Molecules at Roche*
7. Operations and Efficiency: **Paula Rosa**, *Site Head BioProduction Operations Huningue at Novartis*
8. Business Case Presentation: New Business Models

3. Patient and Health System

9. The Portuguese Health Ecosystem: **Paula Martins de Jesus**, *Medical Director at MSD*
10. Value-Based Healthcare: **Filipe Costa**, *VBHC Lead at LUZ Saúde*
11. Patient at the Center: **Sofia Ferreira**, *Managing Director at Organon Portugal* and **André Correia**, *Exec. VP at SERaro.pt*
12. Trends and the Future of Healthcare: **Filipa Mota e Costa**, *Managing Director J&J Innovative Medicine Portugal*
13. Business Case Presentation: Trends and the Future of Healthcare

Can the course be done remotely?

- As this course is designed for a lot of interaction with the Professors and the students, it requires physical presence.

Which days of the week/timings will the course take place?

- The course will start in February 2024 and take place every week on: Fridays (starting 17h00) and Saturdays (09h00-13h00).

Will the lectures be in English?

- Most of the sessions will be in Portuguese. There may be sessions in English, as we will likely have international speakers.

Will I receive a diploma at the end?

- Yes. A participation diploma will be provided at the end of the course and if the students comply with the needed requirements.

Can I participate without my company's financial support?

- Yes. You do not need to be sponsored by your company to undertake this course.

Can I also network with the professors/speakers of this course?

- Yes. The course is exactly designed to have lots of interactions with the senior leaders that will give the lectures.

Does this course have ECTSs?

- No. This course was design to provide lot's of theoretical but mostly practical information

What is the format of this course?

- This is a short course and not a post graduation.



 **CATOLICA** Executive Education
MEDICAL SCHOOL
LISBOA

Global Pharma Industry

Conquiste capacidades que expandem os horizontes profissionais e pessoais

Inscrições abertas

 HOSPITAL DA LUZ
LEARNING HEALTH
TRAINING, RESEARCH & INNOVATION CENTRE

 **Católic Luz**
Centro Académico Clínico