



CATOLICA | Executive  
Education  
MEDICAL SCHOOL

LISBOA

2<sup>nd</sup> edition

# Global Pharma Industry

## Patient, Strategy and Innovation

Faculty:

Daniel Guedelha

João Santos Pereira

Nina Fernandes

Ana Constante



HOSPITAL DA LUZ  
LEARNING HEALTH+  
TRAINING, RESEARCH & INNOVATION CENTER



## The first edition was a success!

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**Global Pharma Industry**

“Este curso estimula a inovação e o empreendedorismo na área da saúde, oferecendo ferramentas fundamentais para qualquer função da Indústria Farmacêutica”

**Margarida Galão**  
Participante da 1ª edição

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**Global Pharma Industry**

“Experiência única que desafia o pensamento global e estratégico face as tendências e desafios futuros na saúde e na Indústria farmacêutica”

**Inês Branquinho**  
Participante da 1ª edição

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**Global Pharma Industry**

“Uma experiência crucial para expandir a criatividade e inspirar ação no futuro da saúde.”

**Helder Romão**  
Participante da 1ª edição

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**Global Pharma Industry**

“Uma partilha de experiências e perspectivas que enriquece o nosso conhecimento e estimula um desafio intelectual constante.”

**Ana Nogueira**  
Participante da 1ª edição

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**Global Pharma Industry**

“Uma visão ampla da indústria e um valioso contributo enquanto profissional de comunicação e marketing na área da saúde.”

**Paulo Brunheim**  
Participante da 1ª edição

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**Global Pharma Industry**

“Este curso fornece uma visão única e distintiva da indústria farmacêutica e do seu papel na cadeia de stakeholders. Uma experiência marcante.”

**Pedro Cardoso**  
Participante da 1ª edição

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# Summary of the course

September 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.**



# Course content (1/3)

<b>Title</b> (date, starting)	<b>Invited lecturer and topics</b>
<b>0</b> <b>Introduction and welcome</b> (20th September; 17h00)	<b>Daniel Guedelha, João Pereira and Nina Fernandes</b> <ul style="list-style-type: none"> <li>• Create a safe space for exchanging and learning: Get to know each other; exchange past and future experiences.</li> <li>• Present the business cases, group work and the flow of this journey.</li> </ul>
<b>1</b> <b>Global Pharma Industry and Portugal</b> (21 <sup>st</sup> September; 09h00)	<b>Paulo Teixeira – Country Manager at Pfizer Portugal</b> <ul style="list-style-type: none"> <li>• Explore key players, global markets, trends, and Portugal's role in pharmaceutical innovation.</li> <li>• Analyze industry strategies, Portugal's ambitions, and major stakeholders shaping the global landscape.</li> </ul>
<b>2</b> <b>Research &amp; Development deep dive</b> (27 <sup>th</sup> September; 17h00)	<b>Tarkan Dogru - Head Technical Development Synthetic Molecules at Roche</b> <ul style="list-style-type: none"> <li>• Delve into clinical trials, emphasizing R&amp;D's critical role and essential components.</li> <li>• Explore how R&amp;D drives innovation and aligns with sustainability goals in pharmaceutical development.</li> </ul>
<b>3</b> <b>Manufacturing and Supply Chain</b> (28 <sup>th</sup> September; 09h00)	<b>Paula Rosa – Head BioProduction Operations Huningue at Novartis</b> <ul style="list-style-type: none"> <li>• Gain insights into pharmaceutical supply chain dynamics and operations across drug substance, drug product and finished product.</li> <li>• Explore quality control, operational efficiency, and excellence strategies crucial for pharmaceutical manufacturing.</li> </ul>
<b>4</b> <b>Sustainability in the Pharma Industry</b> (28 <sup>th</sup> September; 11h15)	<b>Daniel Guedelha, Strategic Advisor to Pharmaceutical Industry</b> <ul style="list-style-type: none"> <li>• Define sustainability in healthcare and strategies for improving global access and impact.</li> <li>• Explore ways to enhance access and sustainability within the pharmaceutical industry for global benefit.</li> </ul>



# Course content (2/3)

Title (date, starting)	Invited lecturer and topics
<b>5</b> <b>The Portuguese Health System and Market Access</b> (4 <sup>th</sup> October; 17h00)	<b>Paula Martins de Jesus - Medical Director at MSD</b> <ul style="list-style-type: none"> <li>• Explore Portugal's NHS management structure, challenges, opportunities, and integration with the pharmaceutical industry.</li> <li>• Learn about the impact of new European legislation on the Portuguese healthcare and pharmaceutical ecosystem.</li> </ul>
<b>6</b> <b>Innovation and entrepreneurship</b> (5 <sup>th</sup> October; 09h00)	<b>João Pereira, Executive Director at Católica Medical School</b> <ul style="list-style-type: none"> <li>• Explore innovation's role globally and its application in healthcare entrepreneurship.</li> <li>• Trace historical perspectives on generating new ideas for advancing healthcare innovation.</li> </ul>
<b>7</b> <b>Global launches and business models</b> (11 <sup>th</sup> October; 17h00)	<b>Hugo Barbosa - EU Customer Omnichannel Director at ViiV Healthcare</b> <ul style="list-style-type: none"> <li>• Explore traditional pharma go-to-market strategies, pricing considerations, and the balance of time, cost, and labeling.</li> <li>• Learn about pricing impacts across various European countries within the global pharmaceutical industry.</li> </ul>
<b>8</b> <b>Business Case 1: New go to market models</b> (12 <sup>th</sup> October; 09h00)	<ul style="list-style-type: none"> <li>• Dive into a business case on pharmaceutical expansion into developing markets.</li> <li>• Develop strategies for addressing healthcare needs and navigating regulatory challenges in untapped regions.</li> </ul>
<b>9</b> <b>Trends and the Future of Healthcare</b> (18 <sup>th</sup> October; 17h00)	<b>Filipa Mota e Costa - Managing Director at J&amp;J Innovative Medicine Portugal</b> <ul style="list-style-type: none"> <li>• Analyze future healthcare trends and pressures, envisioning the next 5-10-20 years of transformation.</li> <li>• Explore priority areas like digitalization, precision medicine, and evolving healthcare models for innovation.</li> </ul>



# Course content (3/3)

<b>Title</b> (date, starting)	<b>Invited lecturer and topics</b>
<b>10</b> <b>Healthcare: A Tech view from the public and private sectors</b> (19 <sup>th</sup> October; 09h00)	<b>André de Aragão Azevedo – Digital Development Director at Microsoft</b> <ul style="list-style-type: none"> <li>Gain insights into public and private sector perspectives on healthcare technology.</li> <li>Explore digital health transformation and innovative diagnostics, including AI, telemedicine, and precision medicine.</li> </ul>
<b>11</b> <b>Group work</b> (19 <sup>th</sup> October; 11h15)	<ul style="list-style-type: none"> <li>Participants will engage in specialized group work, fostering innovation through continuous collaboration and effort.</li> <li>An opportunity to further develop ideas, engage in peer exchanges, and foster creativity.</li> </ul>
<b>12</b> <b>Patient at the Center</b> (25 <sup>th</sup> October; 17h00)	<b>Sofia Ferreira – Managing Director at Organon Portugal</b> <ul style="list-style-type: none"> <li>Women’s health - an underserved population</li> </ul> <b>André Correia – Executive Vice President at SERaro.pt</b> <ul style="list-style-type: none"> <li>Rare diseases and the importance of patients advocacy</li> </ul>
<b>13</b> <b>Leadership in the Pharma Industry</b> (25 <sup>th</sup> October; 19h15)	<b>Sérgio Alves – Global Head of Health Equity at AstraZeneca</b> <ul style="list-style-type: none"> <li>Develop strategic leadership skills for patient-centric innovation in the global pharmaceutical sector.</li> <li>Cultivate team synergy and inclusive leadership to drive groundbreaking advancements in the industry.</li> </ul>
<b>14</b> <b>Business Case 2 - strategy and future</b> (26 <sup>th</sup> October; 09h00)	<ul style="list-style-type: none"> <li>Students will delve into a case study on pharmaceutical R&amp;D, analyzing industry trends. The focus extends to imagining the future of healthcare, fostering strategic insights and analysis</li> </ul>



## Summary

15 modules,  
including 3 working  
sessions and group  
work

25  
**Participants**

~30h of lecturing  
plus ~10h of group  
work

2500 euros per  
participant





## Frequently Asked Questions

### 1 Can the course be done remotely?

As this course is designed for extensive interaction with the Professors and the students, it requires physical presence.

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

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

### 3 Will the lectures be in English?

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

### 4 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.

### 5 Can I participate without my company's financial support?

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

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

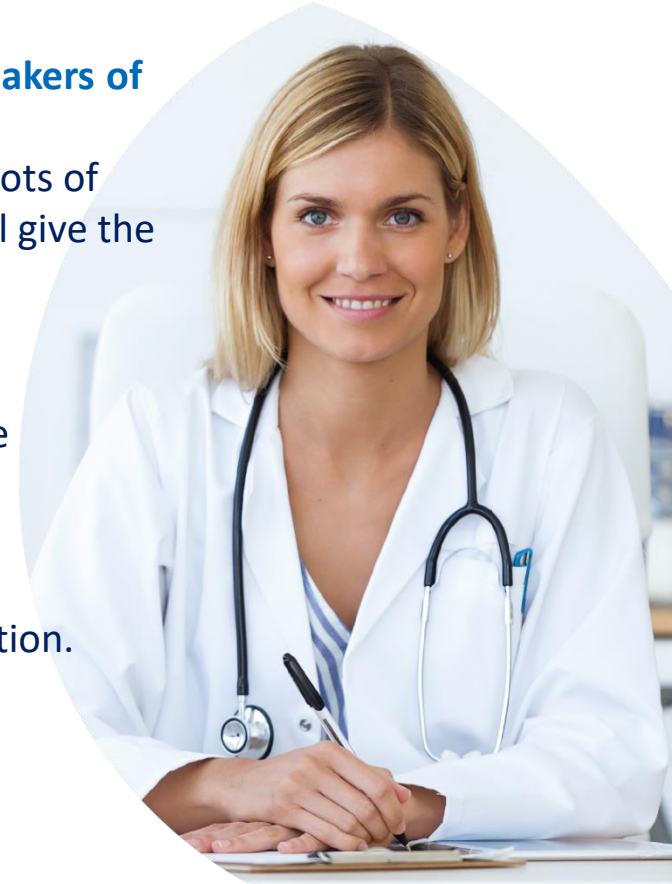
Yes. The course is exactly designed to have lots of interactions with the senior leaders that will give the lectures.

### 7 Does this course have ECTSs?

No. This course was not designed to provide theoretical but mostly practical information

### 8 What is the format of this course?

This is a short course and not a post graduation.







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Thank you