

TGaS[®] Advisors

A DIVISION OF  TRINITY



2020 Fall Virtual Summit

The TGaS Advisors' Virtual Summit brings together the industry's top pharmaceutical operations executives to discuss the hottest trends, address concerns and help sort fact from fiction with objective, actionable information.

Join Your Peers, Virtually November 10 - 13, 2020

Includes 13 functional area sessions

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Functional Area Sessions

Chief Commercial Officers

Session One - Boston/New York: November 11, 2020 | 11:00 AM - 1:00 PM ET

Session Two - All Other: November 13, 2020 | 11:00 AM - 1:00 PM ET

Recruiting, Retaining & Motivating Talent

Chief Commercial Officers are challenged in this tight labor market to recruit, retain and motivate talent. This section will provide benchmarks on salary, benefits, and bonuses for direct reports to the CCO, which will allow you to separate fact from fiction when recruiting or retaining key personnel.

Launch Excellence Planning

Unrealistic forecasts, failure to deliver compelling payer value propositions, under-investment and misaligned execution are just a few of the challenges. How does your launch planning compare to industry best practices?

Leaders' Choice

Interactive session focused on the key issues, challenges, and opportunities impacting Chief Commercial Officers. Discuss with industry peers to spark new ideas, approaches, and best practices.

Commercial Analytics & Insights

November 12, 2020 | 11:00 AM - 1:00 PM ET

Outside Industry Perspective on Advanced & Predictive Analytics Landscape

This session will provide a perspective on Advanced & Predictive Analytics trends outside the pharmaceutical industry to inform how the pharmaceutical industry can leverage evolving analytics to gain a competitive advantage. We will address the trends, as observed and informed through engagements across the TGaS client network.

Commercial Analytics & Insights Challenges & Priorities

We will provide the opportunity for leaders to bring their questions, challenges, concerns or frustrations for a round of "group therapy," where industry peers can share encounters such as finding talent, training and how we are preparing for the future given all the current uncertainty.

Executive Commercial Operations - Emerging Life Sciences Network

November 13, 2020 | 3:00 PM - 5:00 PM ET

Incentive Compensation in the Age of COVID-19

Review and discuss the 10th Annual State of Incentive Compensation Landscape detailing the use of incentive compensation strategies and approaches to drive performance.

Field Engagement in the "New Norm"

Discuss how COVID-19 is impacting field engagement and its impact on an evolving commercial model. Session includes trends from TGaS Advisors' ongoing research into COVID-19.

Leaders' Choice

Interactive session focused on the key issues, challenges and opportunities identified by Commercial Operations leaders in the emerging life science space. Discussion with industry peers to spark new ideas, approaches and best practices.

Functional Area Sessions

Executive Commercial Operations - Life Sciences Network

November 13, 2020 | 1:00 PM - 3:00 PM ET

COVID-19 and the Commercial Model – Where Are We and What Do We See in 2021

- What should be the go-to market strategy – face to face versus virtual promotion?
- What is needed to expedite the growth in digital and marketing capabilities to support the go-to-market / commercial model?
- When and how to rollout a new go-to-market / commercial model?
- Where are the opportunities to integrate efforts, improve internal efficiencies and improve the customer experience?

Outside Industry Perspective on Advanced & Predictive Analytics Landscape

This session will provide a perspective on Advanced & Predictive Analytics trends outside the pharmaceutical industry to inform how the pharmaceutical industry can leverage evolving analytics to gain a competitive advantage. We will address the trends, as observed and informed through engagements across the TGaS client network.

Leaders' Choice

Interactive session focused on the key issues, challenges, and opportunities impacting Commercial Operations leaders. Discuss with industry peers to spark new ideas, approaches, and best practices.

Field Operations

November 10, 2020 | 3:00 PM - 5:00 PM ET

COVID-19 and its Impact on Field Engagement

Discuss how COVID-19 has impacted field engagement including facts and trends captured by TGaS Advisors during our COVID-19 industry leading research.

2020 Incentive Compensation Landscape Review

Summary review of the 10th Annual TGaS Advisors Incentive Compensation Landscape including the impact of COVID-19.

Leaders' Choice

Time devoted to the discussion of your specific questions and concerns with a focus on helping you drive decision making in your organization.

Incentive Compensation Excellence

November 12, 2020 | 1:00 PM - 3:00 PM ET

Review of 2020 Incentive Compensation Landscape

Review and discussion of the 10th Annual Incentive Compensation Landscape detailing the use of incentive compensation methods and strategies to drive performance. Included in this discussion will be adjustments companies have made due to COVID-19.

Leaders' Choice

Time devoted to discuss your specific issues and questions and a chance to get input from the IC network to guide your decision making.

Functional Area Sessions

Learning & Development

November 10, 2020 | 1:00 AM - 3:00 PM ET

Leading Change for Improving the Learner Experience

Learning experience improvement initiatives often fail without laying the proper foundation for change leadership and management with stakeholders, business partners and staff. Dave Romero, chief product officer at Unboxed Technology will share perspectives from similar client experiences and work, offer actionable best practices, and assist with your unique situational challenges.

Remote Engagement Excellence

Though the adoption of Remote HCP Engagements is being monitored in real-time, leaders must be planning for multiple scenarios. These scenarios include the hiring profile for new field teams as well as the training and coaching of new/existing field teams toward Remote Engagement Excellence (REX). Discussion will focus on current trends and best-practices as well as what peers are planning, prioritizing, succeeding and struggling with.

Market Access & Reimbursement

November 11, 2020 | 3:00 PM - 5:00 PM ET

Evolving Customer Engagement Strategies

The dynamic Market Access Landscape, impacted by the current virtual environment, has accelerated the need for innovative customer engagement strategies. Organizations are seeking new ways to connect with key decision makers, bring value to virtual meetings and execute access strategies through productive interactions and partnerships. In this summit, we'll address key challenges to engaging payer and economic buyer decision makers, and evolving strategies designed to more effectively:

- Access key decision-makers through virtual platforms
- Orchestrate field teams' activities to compliantly engage across payer / provider accounts
- Support value and access discussion with the most effective resources and tactics
- Drive the right matrix team behaviors through optimal performance metrics and KPIs

Marketing Operations

November 11, 2020 | 1:00 PM - 3:00 PM ET

Marketing Operations Trends and Hot Topics

This interactive session will be focused on the latest Marketing Operations trends and will focus on YOUR key issues, challenges, opportunities and best practices currently impacting Marketing Operations. Hot topics will be solicited from attendees prior to the session which will allow for in-depth peer-to-peer discussion on issues of critical importance and provide a forum to allow participants to share their experiences. TGaS will also present benchmark data and industry trends related to top areas of interest to Marketing Operations teams.

Medical/Regulatory/Legal

November 10, 2020 | 1:00 PM - 3:00 PM ET

Medical/Regulatory/Legal Trends and Hot Topics

This interactive session will be focused on the latest Medical/Regulatory/Legal (MRL) trends and will focus on YOUR key issues, challenges, opportunities and best practices currently impacting the MRL function. Hot topics will be solicited from attendees prior to the session which will allow for in-depth peer-to-peer discussion on issues of critical importance and provide a forum to allow participants to share their experiences. TGaS will also present benchmark data and industry trends related to top areas of interest to MRL teams.

Functional Area Sessions

Medical Affairs

November 13, 2020 | 3:00 PM - 5:00 PM ET

Evolving Medical Affairs Capabilities: Trends, Current and Future State

Interactive discussion on strategies, best practices, and ideas with the most impact on the group's respective organizations, including:

- Improving virtual/digital external engagement and scientific communication capabilities
- Learning, Development, and Training best practices
- Measuring the value of Medical Affairs activities

Medical Affairs Landscape Review: Medical Affairs and Commercial Alignment

TGaS will present the results of the Landscape Study and facilitate discussion to identify best practices that drive better communication, alignment and effectiveness between Medical Affairs and Commercial teams while ensuring compliance.

Leaders' Choice

We will discuss your key issues, challenges, opportunities, and best practices with Industry peers to ignite new ideas, approaches, and best practices.

Omnichannel Marketing

November 10, 2020 | 11:00 AM - 1:00 PM ET

brAIIn Power- How is AI being used in Commercial Operations to Gain a Competitive Advantage

Organizations continue to identify and innovate methods to segment, message, and learn from target audiences. AI has proven valuable in R&D, but how has it influenced Commercial Operations? This session will discuss the state of AI and how companies are deploying it to increase customer engagement.

Digital Momentum Shift-How to Maintain Momentum into 2021

COVID-19 has brought digital to the forefront in many organizations. Increased exposure at all levels of organizations, broader investment, and expanded expectations has created a greater demand for digital capabilities. How do teams deliver on the digital expectations today and maintain the momentum in 2021?

Am I the Only One? Trends and Challenges

A highly interactive discussion focused on the issues and topics you face in your daily lives. This session will focus on pressing questions you and your peers propose with a goal of understanding how others are addressing and solving similar issues within their organization.

Pricing, Contracting & Analytics

November 11, 2020 | 11:00 AM - 1:00 PM ET

Pricing and Contracting Trends: Optimizing Contract Profitability

This session will highlight key issues and opportunities in pricing, contracting and analytics as they impact contract profitability and efficient operations. Policy changes, market consolidation, deal analytics, contracting strategy, systems integration, data validation & auditing (claim data, 340B, etc.) and innovative contracting are all part of the intricate pricing and contracting business. These topics and the valued TGaS benchmark results will be the focus of this session.

Leaders' Choice & Hot Topics

This session will highlight key issues, challenges, and opportunities, as identified by participants, that are currently exerting the greatest impact on the Pricing & Contract Management function. The session includes an in-depth discussion of these critical issues within a group forum to share needs, thoughts, and experiences.

About TGaS Advisors

TGaS Advisors, a division of Trinity Life Sciences is the leading benchmarking and advisory services firm for commercial organizations in the life sciences industry. With a roster of large, emerging and precommercial life sciences companies, TGaS provides robust comparative intelligence and collaborative network membership services. The team includes more than 50 experienced professionals, most with senior-level experience in the life sciences and related industries.

To learn more about the TGaS Advisors' Summit, contact your TGaS Management Advisor or email us at contact@tgas.com.