

INTRODUCTION TO HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE

PROGRAMME



Day One

Course Intro and Overview of the Licensing Process

- definition and scope of the licence
- fit within the company and reporting relationships to other functions e.g. research, medical & commercial
- standard operating procedures for in-house operation of the licensing function
- company attitudes
- metrics of success

Due Diligence

- Introduction
- Due Diligence in the real World
- The process of Due Diligence
- Legal Aspects of Due Diligence

Identifying and Finding Partners

- types of searches
- potential sources
- useful networks and databases
- courses and conferences
- contact strategies

Case Study – Round 1 Strategy and Due Diligence

Intellectual Property Rights

- patents: what is and isn't patentable
- the patenting process
- other forms of IP - trademarks, designs, copyright, know how
- SPCs
- enforcement and infringement
- recent international developments

Day Two

Different Types of Licensing Agreements

- Research collaborations
- Contract Research
- Licensing, Heads of Agreement, In-licensing, Out-licensing, Options
- Marketing Agreements, Contract Salesforce, Fostering, Co-marketing, Co-promotion
- Acquisitions
- Joint Ventures
- Mergers

The Regulatory Environment in Licensing

- global regulatory framework
- development timelines
- key regulatory milestones : linking to contracts
- interface with licensing and business development

Financial Aspects of Licensing

- valuation of products / technology
- financial evaluation of the opportunity
- simple financial models
- risk assessment and evaluation
- financial impact of different deal structures
- royalties

Case Study – Round 2 Financial Planning

Day Three

Negotiation Process and Techniques

- Introduction
- Negotiating Styles
- Planning to Negotiate

Case Study – Round 3 Negotiation and Round 4 Results

Optimising Legal Agreement Structure

- legal elements of deal structures
- various types of deals
- due diligence
- termination of agreements
- governing law

Alliance Management

- Reasons why alliances fail
- Planning for implementation
- Implementation
- Alliance Management

Summary and Close