

## HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE

### PROGRAMME

#### Monday November 15<sup>th</sup>

<b>09.00 – 09.15</b>	<b>Course Introduction</b>
<b>09.15 – 10.00</b>	<b>Overview of the Licensing Process – Sharon Finch</b> <ul style="list-style-type: none"><li>▪ definition and scope of the licence</li><li>▪ internal business development structures</li><li>▪ strategy and fit within the company</li><li>▪ working relationships with other functions e.g., research, medical &amp; commercial</li><li>▪ standard operating procedures for in-house operations</li><li>▪ metrics of success</li></ul>
<b>10.00 – 10.45</b>	<b>Identifying and Finding Partners – Jill Ogden</b> <ul style="list-style-type: none"><li>▪ types of searches</li><li>▪ potential sources</li><li>▪ useful networks and databases</li><li>▪ courses and conferences</li><li>▪ contact strategies</li></ul>
<b>10.45-11.00</b>	<b>Coffee</b>
<b>11.00 – 12.15</b>	<b>Due Diligence – Dr Jon Bell, Director, Alliance and Integration Management, AstraZeneca</b> <ul style="list-style-type: none"><li>▪ Introduction</li><li>▪ Due Diligence in the real World</li><li>▪ The process of Due Diligence</li><li>▪ Legal Aspects of Due Diligence</li></ul>
<b>12.15 – 13.15</b>	<b>Lunch</b>
<b>13.15 – 13.45</b>	<b>Case Study Introduction</b> <ul style="list-style-type: none"><li>▪ team work – identification of key issues</li><li>▪ development of the term sheet</li><li>▪ useful networks and databases</li></ul>
<b>13.45 – 14.45</b>	<b>Intellectual Property Rights – John Jappy, Partner, Gill Jennings Every</b> <ul style="list-style-type: none"><li>▪ patents: what is and isn't patentable</li><li>▪ the patenting process</li><li>▪ other forms of IP - trademarks, designs, copyright, know how</li><li>▪ SPCs</li><li>▪ enforcement and infringement</li></ul>
<b>14.45 – 15.00</b>	<b>Tea</b>

## PROGRAMME

- 15.00 – 16.00**      **Optimising the Legal Agreement Structure – Mathilda Davidson, Legal Director, Gowling WLG**
- legal elements of deal structures
  - various types of deals
  - due diligence
  - termination of agreements
  - governing law
- 16.00 – 17.30**      **Case Study Term Sheet**
- team work – review of the term sheet

## Tuesday November 16<sup>th</sup>

- 09.00 – 09.15**      **Questions and feedback**
- 09.15 – 10.30**      **Different Types of Licensing Agreements – Sharon Finch**
- Research collaborations
  - Contract Research
  - Licensing, Heads of Agreement, In-licensing, Out-licensing, Options
  - Marketing Agreements, Contract Salesforce, Co-marketing, Co-promotion
  - M&A
  - Joint Ventures
- 10.30 – 10.45**      **Coffee**
- 10.45 – 12.00**      **The Regulatory Environment in Licensing - Sarah Nicholson, QRCC**
- global regulatory framework
  - development timelines
  - key regulatory milestones: links to contracts
  - interface with licensing and business development
- 12.00 – 13.00**      **Lunch**
- 13.00 – 15.00**      **Financial Aspects of Licensing – Catharine Staughton**
- valuation of products / technology
  - financial evaluation of the opportunity
  - simple financial models
  - risk assessment and evaluation
  - financial impact of different deal structures
- 15.00 – 15.15**      **Tea**

## PROGRAMME

- 15.15 – 17.00**      **Case Study Term Sheet**
- team work – review of the excel and case study financials

### Wednesday November 17<sup>th</sup>

- 09.00 – 09.15**      **Questions and feedback**
- 09.15 – 10.15**      **Negotiation Process and Techniques – Sharon Finch**
- Introduction
  - Negotiating Styles
  - Planning your negotiation
- 10.15 – 10.45**      **Review and preparation of negotiating strategy for the Case Study**
- 10.45 – 12.30**      **Active interparty negotiation**
- 12.30 – 13.15**      **Lunch**
- 13.15.-13.45**      **Feedback on the case study**
- 13.45 – 14.45**      **Alliance Management – Emma Barton, AstraZeneca**
- Why does alliance management matter?
  - What is alliance management
  - Alliance management in practice
- 14.45**              **Summary and Close**