

INTRODUCTION TO HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE PROGRAMME



Monday 18th November 2019

09.00 – 09.15	Registration and Coffee
09.15 – 09.30	Introduction to the Course
09.30 – 10.45	Overview of the Licensing Process <i>Sharon Finch, CEO, Medius Associates</i> <ul style="list-style-type: none">▪ definition and scope of the licence▪ internal business development structures▪ strategy and fit within the company▪ working relationships with other functions e.g. research, medical & commercial▪ standard operating procedures for in-house operations▪ metrics of success
<i>10.45 – 11.00</i>	<i>COFFEE</i>
11.00 – 12.00	Identifying and Finding Partners <i>Jill Ogden, Medius Associates</i> <ul style="list-style-type: none">▪ types of searches▪ potential sources▪ useful networks and databases▪ courses and conferences▪ contact strategies
12.00 – 12.30	Briefing for the Case Study
<i>12.30 – 13.30</i>	<i>LUNCH</i>
13.30 – 14.45	Due Diligence <i>John Bell, AstraZeneca</i> <ul style="list-style-type: none">▪ Introduction▪ Due Diligence in the real World▪ The process of Due Diligence▪ Legal Aspects of Due Diligence
<i>14.45 - 15.00</i>	<i>TEA</i>
15.00 – 15.30	Review of Heads of Terms
15.30 - 17.00	Case Study – Round 1 Strategy and Due Diligence

INTRODUCTION TO HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE PROGRAMME



Tuesday 19th November

- 09.00 – 10.15** **Different Types of Licensing Agreements**
Sharon Finch, Medius Associates
- 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
- 10.15 – 11.15** **Intellectual Property Rights**
John Jappy, Gill Jennings & Every LLP
- patents: what is and isn't patentable
 - the patenting process
 - other forms of IP - trademarks, designs, copyright, know how
 - SPCs
 - enforcement and infringement
 - recent IP developments
- 11.15 – 11.30* *COFFEE*
- 11.30 – 12.45** **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
- 12.45 – 13.45* *LUNCH*
- 13.45 – 15.30** **Financial Aspects of Licensing**
Catharine Staughton, Medius Associates
- Please note:** Use of a laptop with *Excel*, is beneficial for this presentation.
- valuation of products / technology
 - financial evaluation of the opportunity
 - simple financial models
 - risk assessment and evaluation
 - financial impact of different deal structures
- 15.30 – 15.45* *TEA*
- 15.45 – 17.45** **Case Study – Round 2 Financial Planning**
Sharon Finch Medius Associates

INTRODUCTION TO HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE PROGRAMME



Wednesday 20th November

- 08.30 – 09.15** **Negotiation Process and Techniques**
Sharon Finch, Medius Associates
- Introduction
 - Negotiating Styles
 - Planning your negotiation
 - 10.30 – 12.30 Case Study – *Round 3*
 - 10.30 – 12.30 Case Study – *Round 3*
- 09.15 – 10.00** **Case Study – Round 3**
Negotiation planning
- 10.00 – 10.15** *COFFEE*
- 10.15 – 11.45** **Case Study – Round 3**
Negotiation between teams
- 11.45 – 12.15** **Case Study – Round 4**
Feedback and team presentations
- 12.30 – 13.15** *LUNCH*
- 13.15 – 14.15** **Optimising the Legal Agreement Structure**
Luke Kempton, Gowling WLG
- legal elements of deal structures
 - various types of deals
 - due diligence
 - termination of agreements
 - governing law
- 14.15 – 15.30** **Alliance Management**
Keith Smith, GlaxoSmithKline
- Why does alliance management matter
 - What is alliance management
 - Alliance management in practice
- 15.30** **Summary and Close**