

Pharmaceutical Medicine: A Survival Guide



2012

31 January, 1, 2 February

15, 16, 17 May

6, 7, 8 November

Thames Valley (exact venue TBC)

Approved for CPD (18 credits)

The **BrAPP Survival Guide** is a well-established three-day residential workshop devised by pharmaceutical physicians specifically to meet the needs of doctors who have recently joined the industry.

Our aim is to provide an overview of the variety of different roles and activities that medically-qualified entrants are (and will be) exposed to during their careers in the pharmaceutical industry.

Our presenters are all boast long and varied experience in the pharmaceutical industry and they are selected because they are happy to impart their own observations of those careers—so far.

The format of the three days centres around interactive-presentations and Q&A sessions in a relaxed and stress-free environment. We are currently devising a case study which will provide a cohesive thread to the workshop.

The transition from clinical medicine or academic research to the industry is an exciting and demanding journey requiring individuals to learn new skills and harness old ones in a new environment. Our goal is to assist this process, to offer an insight into the long term career that is pharmaceutical medicine and to begin the building of invaluable networks of fellow professionals.

BrAPP Survival Guide is intended to complement in-house induction and training courses and also any postgraduate courses in pharmaceutical medicine.

Who should attend?

- Pharmaceutical physicians with up to nine months industry experience
- Other medical department personnel with an interest in understanding pharmaceutical medicine

Training • Education • Development

BRAPP WORKSHOPS

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DAY 1 Drug Development and Case Study Introduction

- 10:00 Arrival and Coffee
- 10:30 Workshop Introduction
- 10:45 Drug Development
- 11:30 Short comfort break and coffee
- 13:00 Lunch
- 13:45 Drug Development continued
- 15:00 Tea
- 15:30 The Case Study
- 16:30 The BrAPP Chairman
- 18.00 Session ends
- 19:30 Dinner and Case Study

DAY 2 Subjects, Patients, Numbers, Events and Careers

- 09:00 Strategic Regulatory Affairs
- 10:15 Coffee
- 10:30 Strategic Regulatory Affairs cont
- 11:15 Pharmacovigilance and Drug Safety
- 13:15 Lunch
- 14:00 Numbers: A Physician's Guide
- 15:30 Tea
- 16:00 Managing your new career, now!
- 17:30 Session ends
- 19:30 Dinner and Case Study

DAY 3 Marketing, Life Cycle Management, Communicating

- 09:00 A Medical Director's View of Marketing
- 10:30 Coffee
- 11:00 The Consumer Interface—OTC Medications
- 12:45 Lunch
- 13:45 Communicating in writing
- 15:30 Tea and Feedback

The programme shown is subject to change both in terms of speakers, timings and running order of talks. This reflects the nature of Survival Guide and the dedicated speaker faculty which changes from Workshop to Workshop depending upon the demands of individual's diaries. Speakers in 2011 included: **Dr Graham Wylie, Dr James Walmsley, Dr Jane Barrett, Dr Sharon McCullough, Dr Harriet Scorer, Dr Ian Dews, Dr Cheryl Key, Dr Madhu Davies, Tim Albert, et al** We have invited a similar panel this season. We aim to offer delegates a programme with a broad spectrum of experienced professionals who can provide insight into the industry.

BRAPP WORKSHOPS

Pharmaceutical Medicine: A Survival Guide 2012

31 January, 1,2 February + 15,16,17 May + 6,7,8
November



Who should attend?

- Pharmaceutical physicians with up to nine months industry experience.
- Physicians with longer service in a single function who need an overview of pharmaceutical medicine or a revitalising three day workshop!
- Other medical department personnel with an interest in understanding pharmaceutical medicine including Clinical Research Associates/Advisers, regulatory affairs professionals, medical information professionals.

The BrAPP Survival Guide 2012 will run at venues throughout the Thames Valley which offer good and comfortable facilities suited to learning and networking. These will always be within easy reach of main road, rail and air connections Registrants will be advised of the exact location details.

Full joining instructions will be sent to each registered delegate approximately 2 weeks before the Workshop.

All accommodation, meals (breakfast(2 days), lunch(3 days) and dinner(2 days)) are included in the registration fee. Please note that BrAPP registration fees do not attract VAT. BrAPP is a not-for-profit organisation run solely for the benefit of its members.

Non-members fee **£1595.00**
Existing BrAPP members **£1490.00**

Physicians attending the Workshop and paying full registration will be entitled to one year's free membership of BrAPP.

Registration Form: I would like to attend BRAPP Survival Guide Workshop 2012. Please note return of this booking form is considered to be a firm reservation. You may cancel up until 4 weeks before the start date of the Workshop. Substitutions may be made at any time.

I wish to attend: Jan/Feb 2012 May 2012 November 2012

Delegate Name(s): _____

Company: _____

Address: (for correspondence) _____

Postcode _____

Email: _____ Telephone: _____

I wish to pay: (please delete/tick as appropriate) Delegate fee £1595 or £1490

By cheque By invoice By credit card I enclose registration fee

Credit card details: AMEX Mastercard Visa

Name of cardholder: _____

Credit Card Number: _____

3 digit security number on signature strip _____ Expiry Date _____

Signature: _____

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