

**WORK SHOP ON
DRUG DISCOVERY AND DEVELOPMENT –
Concept, Clinic & Commercialization (D3C3)
Module 3: Commercialization
13-14 April, 2018**

PROGRAMME : 13th April 2018

09:00 – 10:00 AM	Inauguration
	Dr S.Chandrasekhar, Director, CSIT-IICT
	Dr Julius Anthony Vaz, Global Program Head, Novartis, Hyderabad
	Dr A.K.S. Bhujanga Rao, Advisor, Natco Pharma Ltd., Hyderabad

Time	Topic	Speaker
10:00 -11:00 AM	Overview of Marketing in Healthcare	Deviprasad Jagatpal Novartis, Hyderabad
11.00 – 11.30 AM	High Tea	
11.30 – 12.30 AM	Developing a Brand Strategy	Rahul Som Novartis, Hyderabad
12.30 – 13.30 PM	Positioning & Branding	Nagarajan Dharmarajan Novartis, Hyderabad
13.30 – 14.30 PM	Lunch	
14.30 – 15.30 PM	HEOR strategy	Harneet Kaur Novartis, Hyderabad
15.30 – 16.30 PM	Drug Pricing and Market access	Sharath Medi Novartis, Hyderabad
16.30 – 17.00 PM	High Tea	
17.00 – 18.00 PM	Customer Segmentation & Targeting	Shakir Khan Novartis, Hyderabad

PROGRAMME : 14th April 2018

09.30 – 10.30 AM	Medical Affairs – How is it impacting the Pharma Business today?	Manish Mistry Novartis, Hyderabad
10.30 – 11.15 AM	Overview of Indian Pharmaceutical Industry	Shubhendu Kumar Dash Strategm Advisory Services
11.15 – 11.45 AM	High Tea	
11.45 – 12.45 PM	Examination	
12.45 – 14.00 PM	Lunch	
14.00 – 15.00 PM	Launch Planning	Soham Wagh Sr. Marketing Manager, GSK
15.00 – 16.30 PM	Valedictory Function Dr T. Shekharam, OSD, NIPER Hyderabad Dr Subodh Deshmukh, Head- Global Development, Novartis	
16.30 – 17.00 PM	High Tea	