

# Medical Advisor Workshop

Helps you provide medical-marketing leadership for products  
to support your company's success in the market place

## Why This Workshop?

Experienced medical advisors and medical marketing professionals are of pivotal importance in realizing the full medical and commercial value of prescription drugs.

## Your Benefits

You will update your expertise and strengthen your skills to

- Develop and maintain excellent relationships with internal and external customers
- Contribute to new promising product strategies in your therapeutic areas
- Act as the medical expert in training courses for marketing & sales professionals
- Advise the Marketing Department in the preparation of promotional materials

## Programme

### Distill a Clear Content from the Wealth of Scientific Data

- How to benefit from studies before the results are available
- Draw out advantages by asking smart questions
- Outwit the competition: How to address the "class effect"
- KISS: How to Keep It Short and Simple

### Maximize the Impact of Research Data on Business

- Keep abreast of new medical and scientific developments
- Understand scientific data as business opportunities
- Why medical advisors are essential for the future success of companies
- How to leverage clinical studies
- Establish relationships with hospitals and academic centres
- Provide rapid answers to medical questions on products
- Give pertinent advice and information for therapeutic areas

### **Help to Create a Convincing Communication Concept**

- Infuse creativity by talking to people your competitors would not think to contact
- How to get the attention your clinical studies deserve
- Approve the scientific and medical accuracy of materials
- Ensure that promotional materials are compliant with the respective Codes of Practice
- Prepare medical training for marketing and sales personnel for new product launches

### **Unleash the Power of Words**

- Ensure consistency in your vocabulary right from the start
- How to write accurate and persuasive texts
- Tap the innate power of headlines and subtitles
- Articulate product benefits convincingly for sales reps and physicians
- How to become memorable

### **Ensure Internal and External Support**

- Portray your projects as golden opportunities
- Provide scientific and clinical input into Sales & Marketing activities
- How to rally support through effective internal communication
- Emails that make a difference
- Contribute to a winning communication strategy
- Maximize the benefit from agencies and consultants

### **Get Things Done**

- Master the craft of successful implementation
- Manage priorities and timelines more effectively
- Winning at the game of work and business

## Methodology

Our workshops are energising learning experiences where you update your practical skills and your professional know-how emphasising

- Solutions: Original insights using real-life case studies
- Results: Recommendations for maximising your impact
- Success: Practical tips for effective implementation.

## Course Leader

Dr. Günter Umbach is a board-certified gynecologist, a former research fellow at the University of Texas, a Senior Associate of Management Centre Europe, a guest lecturer at several universities and a member of the Institute of Management Consultants USA. His clients profit from his experience as medical advisor, medical director and marketing director in the pharmaceutical industry. His book, audio book and CD "Successfully Marketing Clinical Trial Results: Winning in the Healthcare Business" illustrate how to benefit from scientific data. For free tips, ideas and additional information, please visit [www.umbachpartner.com](http://www.umbachpartner.com).

## Next Course Date

Please visit [www.medicaladvisorworkshop.com](http://www.medicaladvisorworkshop.com)

## More information

Please contact us: [info@umbachpartner.com](mailto:info@umbachpartner.com)