

# ADVANCES IN HEALTHCARE ENTREPRENEURSHIP

**IN PARTNERSHIP WITH APIL  
TEACHING LANGUAGE IN ENGLISH**

## KEY FEATURES

- Discovering the ecosystem
- Identifying innovating opportunities
- Understanding regulatory affairs
- Developing market strategy
- Financing your start-up

## PROGRAM

### 1. Understanding life sciences & health ecosystems - 4h

- What is special when creating a start-up in the life-sciences and health industries?
- Making innovative ideas to happen
- Life sciences ecosystem worldwide - the world's toughest
- Data management, AI and Healthtech contribution to the life sciences industry
- Navigating a journey in biotechnology with the first gene-editing company

### 2. Managing opportunities & innovating in life sciences and healthcare - 4h

- Addressing unmet medical needs
- Market trends and emerging opportunities in life sciences and health
- Paradigm changes in the pharmaceutical industry
- Where to play in pharma?

### 3. Addressing regulatory affairs, intellectual property & clinical trials issues - 4h

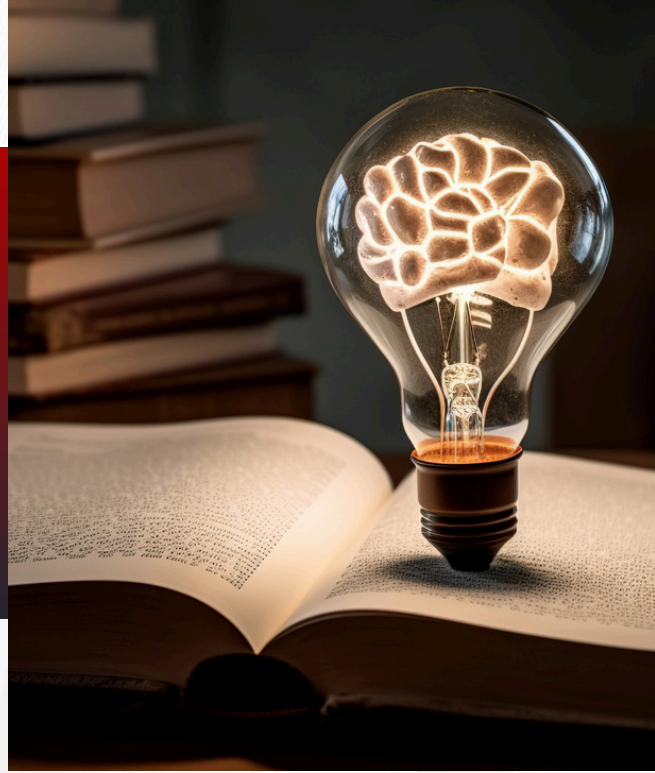
- Regulatory issues in Biotech
- EU regulatory issues in Medtech
- Industrial property and licensing management
- Taking advantage of technology transfer
- Clinical development - from strategy to trials
- Partnership with Contract Research Organizations (CRO) to advance drug candidates

### 4. Marketing & promoting life sciences and healthcare - 4h

- The dream team
- Market study & patient path analysis
- Sales skills and negotiations
- The importance of communications skills
- Go-to-Market strategy, healthcare outcomes and pricing

### 5. Financing & developing business in life sciences and healthcare - 4h

- Navigating the life sciences ecosystem - who to meet with and when in your innovation cycle?
- Key factors of success in raising funds
- What is the true meaning of a business model?
- Five-year business plan
- Stakeholder engagement & compliance



## CONTENTS

- 20h
- 5 modules
- Full e-learning

## THEMES

- Health ecosystem
- Innovation in life sciences
- Regulatory affairs
- Marketing
- Finance

## AUDIENCE

- PhDs and post-doctoral students, life scientists, physicians, biotech or IT engineers, bio-pharmacists, and executives in the pharmaceutical, biotech, MedTech & BigTech industries.

## ENTRY REQUIREMENTS

- No formal entry requirements
- Some familiarities with using a computer and the internet

## DIPLOMA

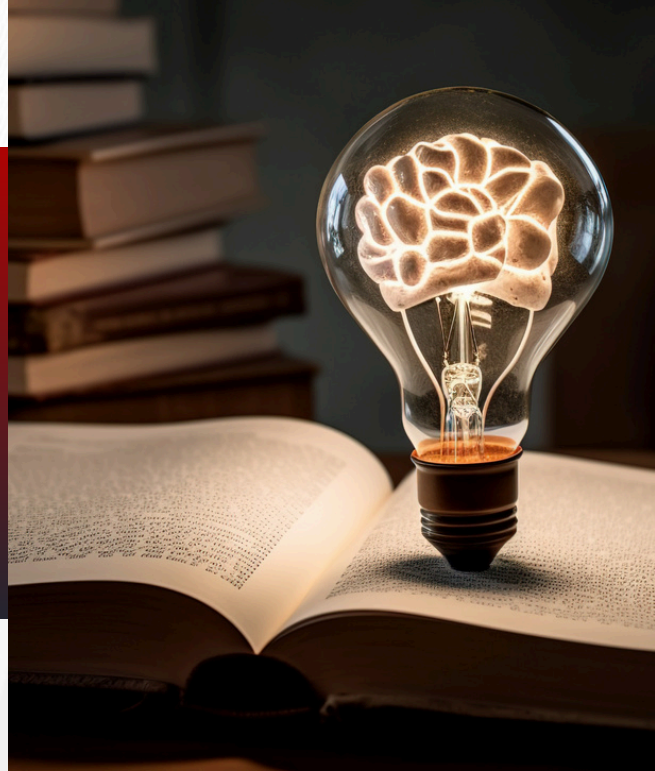
- Certificate

## INITIAL ASSESSMENT

- Online Quizz

## PRICE

- 960€ nets



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## EDUCATIONAL RESOURCES

Distance training modules, dynamic and interactive: theoretical contributions, exercises, videos, tests  
Webinar via Teams

## TEACHING TOOLS

Training materials on the training platform (Moodle)  
Educational support via a contact address  
Technical assistance with contact available on the platform or by email  
Downloadable training materials  
Teams

## ASSESSMENT

Initial assessment by multiple-choice questionnaire (MCQ) Quiz at the end of the training

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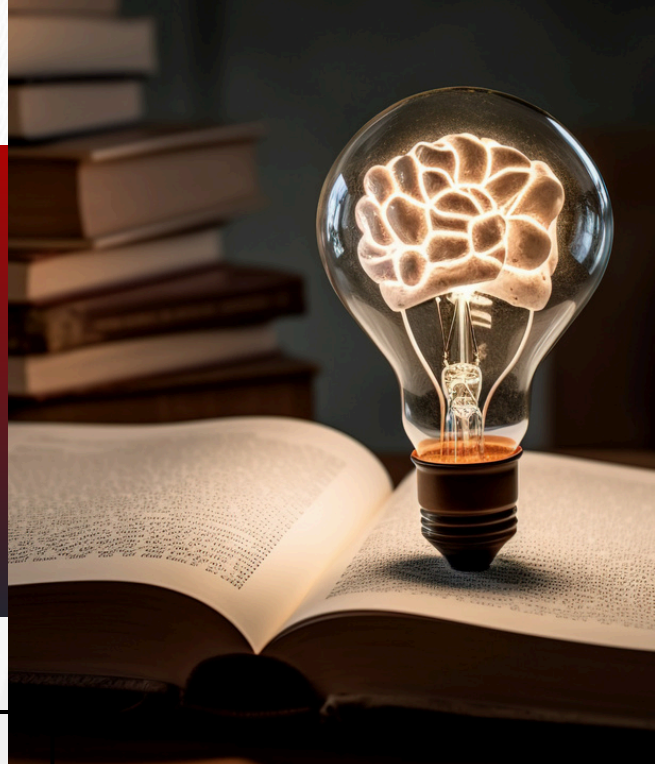
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Experts	Biography
Frédéric JALLAT, PhD, HDR	Co-founder - Advanced Programs in Life Sciences and Health (APiL) Professor – ESCP Business School Academic Director - Master of Science in Biopharmaceutical Management (Paris & London) Vice-President- S3Odéon
Dominique FRANCO, MD, PhD	Co-founder - Advanced Programs in Life Sciences and Health (APiL) Special Advisor, Education Department, Institut Pasteur Emeritus Professor
François BALLET, MD, PhD	Chairman, R&D Committee - Pôle de Compétitivité Medicen Hepato-Gastroenterologist
Pierre-Louis DESPREZ	CEO - Kaos Consulting Professor - Ecole Centrale & Paris V Sorbonne



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Experts	Biography
Tomasz MROCKOWSKI, PhD	Professor of Management – Kogod School of Business, American University, Washington DC Author of "The New Players in Life Science Innovation"
Katleen VANDERSMISSEN	Managing Partner- HERAN Partners Non-executive Director – Aspect Analytics, BVA, BC10, LynxCare Member of the Supervisory Board – Thirona
David SOURDIVE, PhD	Co-founder & Executive Vice-President, Strategic Initiatives – Collectis Board of Directors- Eukarÿs SAS Strategic Board – OmicX SAS
Clothilde BARLET	Regulatory Affairs Director – BioMarin Pharmaceutical Inc.
Vladimir MUROVEC	Head of Life Sciences Regulatory Department – Osborne Clarke EU Regulatory and Compliance Lawyer in Life Sciences and Healthcare
Nicolas TORNO	Head of Life Sciences Regulatory Department – Osborne Clarke EU Regulatory and Compliance Lawyer in Life Sciences and Healthcare
Athanasia LIABOTIS, PhD	Transaction Manager – Servier
Shahin GHARAKHANIAN, MD	Scientific Advisory Board Chair & CMO – Decoy Therapeutics Principal & Founder – Consulting LCC, Cambridge, USA
Vanessa ELHARRAR, MD, MPH	Vice-President, Vaccines Business Strategy Lead – PPD, Thermo Fischer Scientific

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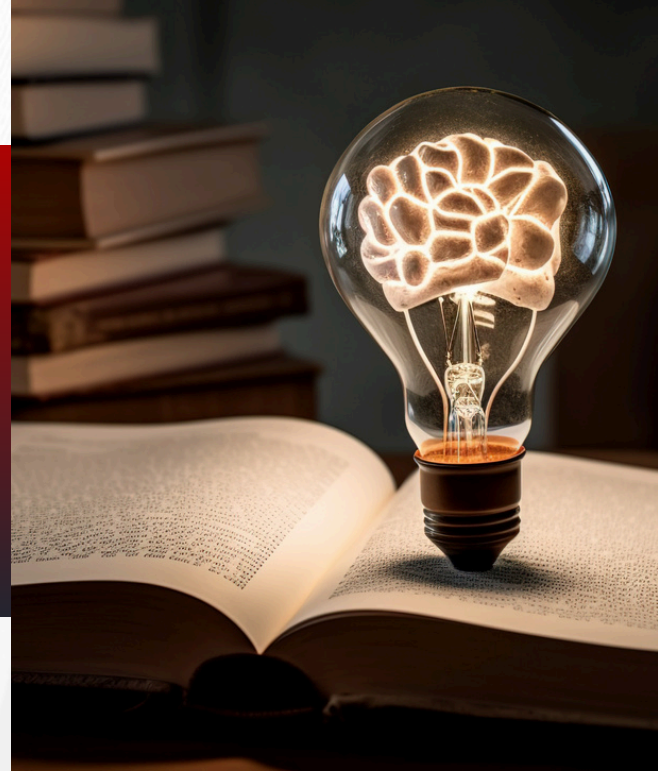
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Experts	Biography
Naji GEHCHAN, MD, MBA	Head of Global Clinical Development, Oncology - Eli Lilly Co-founder & Member of the Board - Sohati.com
Dries HENS, MD	Chief Medical Officer & Co-founder - Lynxcare
Nadine BESSON	Managing Director - NB-Biopharma Consulting Strategic Advisor - HelloBiome
Chloé SZULZINGER	Coach for entrepreneurs Editorial communication consultant
Stéphane REGNIER, PhD	Head of HEOR, Health & Value Evidence Analytics - Lundbeck
Pierre MOUSTIAL	Founding Partner & President - Lauxera Capital Partners Member of the Board - Lifen Antoine COLBOC Managing Partner - Novaltis Consulting
Julie RACHLINE, PhD	President - LallianSe CEO - Braintale
Théodore LEONDARIDIS	Global Oncology Head - Pierre Fabre Group
Emmanuel CANET, MD	Scientific & Medical Advisor, Former Head of R&D - Servier
Eric BASEILHAC, MD	Head of Economic & International Affairs - LEEM
Abbes CADI-TAZI	Strategy Insights & Planning Manager - ZS Consulting

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