



EULARIS



This has to be the most valuable Masterclass any Pharma Marketer could attend if they really want to transform their brand results.

*"Powerful stuff."*  
**Pfizer**

*"A level of insight that's difficult to obtain..."*  
**GlaxoSmithKline**

EXCLUSIVE  
**One Day  
Masterclass**

## Using Artificial Intelligence to Transform Sales and Revenue: What Pharma Need to Know

The time has come for Pharma sales and marketing teams to understand and value big data and AI as a strategic asset that can help you win

Register online at:  
[Private Single Company](#)  
[Public Multi-company](#)

PLEASE NOTE: The Masterclass will be presented in English



# What Gives Leaders a Strategic Advantage?

**Vision:** Understanding how to use big data and AI and gain value from it. They know what is possible to achieve and are working towards realizing their vision.

**Big data:** All Pharma have big data - the winners know where it is, and don't worry about the gaps. They access the data they need to solve the challenges they have.

**AI analytics:** The only way to analyze big data is with Artificial Intelligence. The right AI techniques for that data combination will yield optimal results.

**Tools:** Using technology to enable the right data to be combined, and analyzed by the right AI techniques for it, to create what is needed to achieve the vision.

**Insights:** Having the right team to understand how to integrate all the pieces together to deliver optimal results.

**Execution:** Great insights are a good start, but they must be put to work. They must also be adapted with the dynamic changes found in the data and continue to evolve with the market.

**If you want to understand how to achieve excellence in these, this Masterclass is for you.**

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*“We always had the problem that we had a lot of data but it still required guesswork and gut feeling to get us to our strategic marketing decisions. I wasn't sure you would be able to show me more than I already knew. However, this Workshop really showed me how to connect the data and the decisions, and we now have repeatable improving sales results from implementing this.”*

**Feedback from the Inter-Company European Masterclass (attended by 8 different Pharmaceutical companies)**

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# Gain a Competitive Advantage from Big Data and AI in Pharma Sales & Marketing

## Masterclass Agenda

- Big data, AI and Pharma: A brief history
- The artificial myths of Artificial Intelligence
- What AI is, and what it is not
- AI for Pharma: applications and tools
- Real world Pharma AI case studies
- Anatomy of an AI company
- Business challenge workshop: What AI can do for you
- Getting the best from your data and AI providers

### Are you:

- Planning a launch and want to ensure all the pieces are infallibly in place to beat the odds of 2/3 drugs failing to meet analysts' expectations?
- Worried about pricing and don't want to fall into the traps of Zaltrap and other launch failures due to inadequate pricing techniques?
- In need to know without doubt which channels are providing what lift and how to improve that?
- Needing metrics to help you make better informed strategic marketing decisions?
- Wanting to know how to better equip your sales force to better engage the physicians towards your brand?
- Trying to predict which physicians are likely to switch away from your brand before they do so you can re-engage them?
- Interested to know which physicians are becoming attracted to your brands before they actually start prescribing them, and how to hasten that journey?
- Trying to understand your individual customers (patients, physicians and payers) to know how to better align your sales and marketing to their needs to increase engagement and loyalty to your brands?
- Mapping your customer's journey to your brand on the fly for every single customer so you can serve up the right content, in the right channel, in the right sequence, at the right time?

### If you are a:

- Pharma, Biotech, Animal Health or Medical Devices sales or marketing professional (includes digital marketing)
- Healthcare business insights analyst or analytics team member

### Attend this Masterclass to:

- Gain an understanding of all the pros and cons of most major AI techniques to solve the challenges above, and others
- Understand what data you already have that can be used to do this in your market
- Learn what other Pharma have done to solve these challenges using AI, how they did it, and what the results were
- Know how to measurably boost your marketing results for real, repeatable and verifiable market share results
- Understand how AI can revolutionize your digital marketing techniques rather than the inferior approaches that 90% of Pharma digital teams are currently using
- Know how to connect marketing results data and strategic decisions with certainty
- Feel confident in your marketing budget allocation decisions
- Make optimal use of your budget to grow your customer engagement, as well as your sales and profit, measurably

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## About Your Trainer: Dr. Andrée Bates

Dr. Bates is the founder and CEO of Eularis. She was an early adopter of Artificial Intelligence and utilized it in academia in the early 1990's to replicate neurological patient test results. She left academia in 1993 to work in Pharmaceutical marketing. There, she realized that the Pharmaceutical marketing field did not have a strong mathematical foundation. She started Eularis to provide cutting-edge analytics within the Pharmaceutical industry. Today, Eularis provides sophisticated Artificial Intelligence analytics and marketing direction to biomedical companies throughout the world. Dr. Bates is the author of numerous articles in peer-reviewed journals and industry reports, and writes a monthly column for *eyeforpharma*. She has also lectured about Pharmaceutical analytics and return in two university MBA

programs: INSEAD Business School in France, and St Josephs' University in the US, has been a guest speaker at numerous conferences globally, and is currently writing a book on the topic for Routledge publishers.

### Author of Best Selling Healthcare Marketing Reports:

- Ensuring Profitable Return-On-Investment (ROI) in Pharmaceutical Marketing: Using Analytics and Metrics to Improve the Bottom Line
- Pharmaceutical Sales Force Effectiveness Metrics: Are You Measuring the Wrong Things
- Ensuring Profitable Patient Adherence Programs: Using Analytics and Metrics to Improve the Bottom Line
- How to Plan an Effective Generics Defense Strategy: Planning, Tactics and Implementation
- eDetailing: A Strategic Analysis Of Implementation And ROI
- Pre-Launch Planning: Priming Your Pharmaceutical Brand For Profit And Success
- Social Media: How To Harness The Power Of Social Media In Pharmaceutical eMarketing

### International MBA Lecturer:

Dr. Bates has lectured on Marketing Return in the Pharmaceutical MBA Program at INSEAD Business School in France, and the Erivan K Haub Business School Executive Pharmaceutical MBA Program in the USA.

### International Healthcare Analytics Expert:

Dr. Bates works with top-tier HealthCare companies to measurably transform results. In this capacity, she has also worked with numerous Pharmaceutical brands that have found their brands' bottom line results dramatically improve within 6 months.

### International Congress Speaker:

Dr. Bates has spoken at 67 conferences in countries including Australia, Belgium, China, France, Germany, Hungary, Japan, Monaco, The Netherlands, Spain, Switzerland, UK and USA.

## About Eularis

Eularis was founded in 2003 and since then, Eularis have developed industry leading AI analytics processes and tools for Pharma with a combined team of experts from Pharma, AI, and technology. Eularis have utilized analytics to help many Pharma companies to become more data-driven in addressing their key business challenges, sharpening their strategies, and improving operational performance. Eularis' clients utilizing these analytics have rapidly increased sales, boosted profits and gained significant market share. For more information about Eularis, visit <http://www.eularis.com>

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# The Masterclass For Pharma's Current and Future Leaders

Workshop Hours: 8:30am - 4:00pm

Dress code is business casual.

## Private Single Company Masterclass

- Minimum 8 delegates
- Company must provide venue and lunch for participants\*
- Company must cover airfare and hotel costs for trainer to come to your site\*

Dates: Contact us with your preferred options

Fee: \$2,000 per delegate [Minimum 8 delegates] + expenses\*

**Click here to register online:**

[Private Company Registration »](#)

## Public Multi-Company Masterclass

Included in price: venue, lunch, workshop, and materials

### Countries and Dates

Workshops to be held:

- China, Shanghai - 19th October 2016
- Hong Kong - 21st October 2016
- Singapore - 25th October 2016
- Australia, Sydney - 28th October 2016
- UAE, Dubai - 4th November 2016

### Details & Offers

Venue: TBA

Early bird Cost: \$1,900 per delegate (if paid by 31st August 2016)

Cost: \$2,000 per delegate (from 1st September 2016 onwards)

**Click here to register online:**

[Public Multi-Company Registration »](#)

EARLY BIRD  
SAVINGS  
Extended to  
31 August 2016

## Feedback from previous Eularis Masterclass

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*"We were always faced with the problem that we had a lot of data but it still required guesswork and gut feeling to get us to our strategic marketing decisions. I wasn't sure you would be able to show me more than I already knew. However, this workshop really showed me that you can connect the data and the decisions reliably and we now have repeatable improving sales results from implementing this!"*

**Director of Business Analysis and Information,  
Amgen**

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*"Budget allocation was always a difficult procedure and I never felt sure of my decisions. Now the C suite (CEO, CFO, CMO) are off my back and I have confidence in my decisions as they get results. Thank you."*

**Senior Director Marketing Operations,  
Takeda**

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## REGISTRATION:

# Yes, I want to transform my brand results whilst being fully accountable to the CEO

EARLY BIRD SAVINGS

Extended to  
29th July 2016

Numbers are limited so please register early to secure your place:

- Register online: [Private Single Company](#)  
[Public Multi- Company](#)

- Or complete and fax this page to: +86 25116 0555 / +852 3010 0811, or email [cschultz@eularis.com](mailto:cschultz@eularis.com)

Name:

Company:

Company Address:

Job Title:

Telephone:

Email:

### Choose one of the following:

Please invoice me with purchase order number:

Please charge my credit card

Name on Card

Billing Address

Type of Card

Post code of card holder address:

Country:

Card Number:

3-4 Digit Security Code

Start Date

Expiry Date

Signature

## Fees include

- One day Masterclass
- Materials
- Refreshments
- Lunch

## Bonus

- White paper 1: 'Switching Your Marketing Off Autopilot To Fly with Powerful Velocity'
- White paper 2: 'Using Artificial Intelligence to Transform Sales and Revenue'
- 5% discount on new analytics projects undertaken with Eularis within 6 months of the Masterclass

Eularis also offers courses to meet your specific needs and requirements in tailored formats. For further information, please contact Celeste Schultz via email: [cschultz@eularis.com](mailto:cschultz@eularis.com)