

1. INTRODUCTION TO THE LIFE SCIENCES INDUSTRY

Looking to the future, this pack of lectures provides an insightful overview of how the biotechnology, medtech and pharmaceutical industries are organized, their key stakeholders and the main trends, challenges and opportunities. Given by professionals from the sector, they also provide a historical evolution of the life sciences industry, an introduction to regulations and key reforms, and the resources available for keeping up to date. How the biotech, pharma and medtech industries are like? Who are the key stakeholders? What are the main trends and opportunities? This pack of lectures provides answers to these questions.

- **Number of sessions:** 5
- **Starting date:** 12 April 2023
- **Whole Package Price:** 200 €
- **Buy one or more sessions:** 50 €/individual session
- **Platform:** Microsoft Teams; dial-in details will be sent before the lecture.

SESSIONS:

1.1 The Pharmaceutical Industry

Lecturer: Filippo Prina (Head of Consulting and Headquarters at IQVIA)

Date: 12 April 2023

Time: 17h – 18:30

Price: 50€

Course outline: This lecture will provide you with a general overview of the industry and discuss the key concepts and principal agents that drive it. You'll learn about the value chain, business models, main trends, challenges, and opportunities that shape the pharma landscape. The lecture will also cover the current situation of the pharma industry in Spain, providing you with unique insights into the local context and how it fits into the global picture. Whether you're a student, a professional, or simply interested in learning more about this critical industry, this lecture is sure to be informative and thought-provoking.

1.2 The Future of Life Sciences - Trends and Patterns

Lecturer: Montserrat Vendrell (Partner at Alta Life Sciences and Aliath Bioventures)

Date: 13 April 2023

Time: 17h – 18:30h

Price: 50 €

Course outline: This lecture sheds light on factors that will influence the development of the life sciences sector over the coming years. If you want to update your knowledge about the top three megatrends in life sciences, and you want to know about upcoming technologies that will impact the biotech market, then this is the lecture for you! Some of the topics that will be covered are: telemedicine, brain stimulation using computer interface technologies, personalized medicine and synthetic biology, among others.

1.3 The Medtech Industry - with a focus for the new entrepreneur

Lecturer: Robert Harju-Jeanty (Founder at Medical Lead Nordic)

Date: 20 April 2023

Time: 17h – 18:30h

Price: 50 €

Course outline: This session explains what a medical device is, and provides key statistics regarding the sector's stakeholders: number and type of companies (in Europe, 95% of medtech companies are SMEs), investment in R&D, employment, expenditure on medical technology, number of patents filed, VC deals, etc. The lecturer will cover segment trends by size and growth: number of medical technologies registered, which fall into 16 product categories, and the value chain (based on Michael Porter's methodology).

1.4 The Digital Health Industry

Lecturer: Jordina Arcal (Innovator & Serial Entrepreneur)

Date: 25 April 2023

Time: 17h – 18:30h

Price: 50 €

Course outline: The lecture on the Digital Health Industry will provide an overview of the current state of the industry. This includes discussing trends, challenges, and opportunities for growth. Moreover, it will focus on how digital health is transforming the way healthcare is delivered and the potential impact it can have on healthcare providers, payers, and patients helping all the stakeholders in increasing efficacy, reducing costs and improving patients outcomes.

1.5 Globalization: A golden era for innovation

Lecturer: Xavier Ferràs (Associate Dean of Executive MBA Programs at ESADE)

Date: 31 May 2023

Time: 17h – 18:30h

Price: 50 €

Course outline: During this lecture, you can expect to learn about the various ways in which globalization has opened up new opportunities for innovation. This includes the rise of emerging markets, advances in technology, and the increasing interconnectedness of the global economy. The session will also touch on the role of entrepreneurship in the global innovation landscape so you'll learn about the key traits and skills that successful entrepreneurs possess, as well as the various challenges and opportunities that they face in today's globalized economy.

PROMOTIONS

Students:

We offer a 50% discount (for any category, but not accumulative) to students who are in their final academic year at university, or who are studying a Masters degree related to the following fields: business, engineering, life sciences or design. If interested, please send an e-mail to aalbacete@biocat.cat, with the subject "Short Programs Discount", providing your details and attaching a copy of your university registration. Promotions are limited and will be assigned on a first-come, first-served basis.

CANCELLATION POLICY

To withdraw from a session you must send an e-mail to: aalbacete@biocat.cat. If cancellation is received more than one week (7 working days) before the date of the Short Program session, you will be reimbursed for 100% of the registration fee. If cancellation is received during the week prior to the date of the lesson, you will be reimbursed for 50% of the registration fee. If no notice is given, participants will not be reimbursed even if they do not attend the session.