

Digital Innovation for The Pharmaceutical Industry

2 Day Interactive Workshop for Senior Leadership

October 18/19, 2018 - Karachi

Time: 9:00 AM - 5:00 PM

OVERVIEW

This workshop is part of IBA's 'Digital Innovation Series' with a goal of educating Pakistan's Pharma organizations in becoming true Digital Enterprises. 'Digital Innovation' is the largest driver of growth across Pharma landscape (expected to be USD \$8.7 trillion by 2020; was \$7 trillion in 2015) and it affects all areas of the business (Manufacturing, Supply Chain, Logistics, Accounting/Finance, Marketing/Sales, etc). It is also the leading cause of disruption in the Pharma industry globally and while most global Pharma leaders are aware of the disruptive potential of digital, 70% struggle to comprehend the ways of taking it on for their survival and growth (most still believe that Digital is confined to Social Media). Digital Innovation is continuously becoming a pivotal part of managing and executing initiatives on compliance, growth, brand image and helping overcome counterfeits, grey markets, parallel trade etc. In the case of Pakistan, most have not embraced this digital phenomenon yet, which makes the 700+ Pharma's goal of increasing the industry market-share from \$2 billion to \$5 billion, only a dream. The exits of many Pharma Multinationals out of Pakistan also take away the essential skill-sets and access to global best practices that made them competitive. It is therefore, even more essential for Pharma's to invest in learning and embracing 'Digital Innovation' as a strategic initiative to achieve success.

LEARNING OUTCOMES

This workshop provides participants with a deep understanding of the ways digital innovation can take forward-thinking organizations beyond their current ways of thinking and helps them in their approaches of updating their current operating models to stay competitive in the global digital marketplace. It dives into the global, regional and local digital trends in the Pharmaceutical landscape and maps the relevancy to those in Pakistan. It also deeply covers the role organizational culture plays in successful transformations of forward thinking Pharma organizations into digitally enabled, customer-centric outfits focused on growth and profitability in the Digital Age.

WHO SHOULD ATTEND

Forward-thinking Board Members, Business Owners, CEO's, Deputy CEO's and Group Heads responsible for the future growth and profitability of Healthcare and Pharmaceutical enterprises in Pakistan.

FACULTY



Javaid Iqbal is a Digital Futurist/Advisor/Educator, who for the past two decades has been helping global businesses, governments, and academic institutions across the Americas, EMEA and APAC transform and achieve objectives through the use of disruptive and innovative technologies. He is the CEO of TransformX, a global consultancy focusing on advisory and education in the Digital Innovation space and a graduate level technology professor at DePaul University (USA). Previously, Javaid served as a Customer Engagement and Success Leader at **Salesforce** in USA where some of his health focused clients included the **US Federal Drug and Regulatory Authority (FDA)**, **Abbott**, **Eli Lilly**, **Medtronic**, **Hil-Rom** and **Cardinal Health**. He also held leadership positions at multiple consultancies including **Ernst & Young** and **PricewaterhouseCoopers**. Mr. Iqbal holds a BS in Technology from Purdue University (USA) and a MS in Systems Strategy and Management from Northwestern University (USA).



TESTIMONIALS

The Digital Innovation session for Pharma conducted by IBA was one of the more unique sessions I have attended in recent history. Senior members of leading Pharma's stayed continuously engaged through discussions, case studies and exercises which added to the overall classroom experience. This is a must attend program for all Pharma industry leaders that aspire to take their organizations to a path of growth and profitability in the Digital Age. **Zuhair Imran, Digital Leader, Sanofi Pakistan**

This one of a kind practical learning program not only taught me the latest business and technological trends in global Pharma, but it also tied them to the current realities of Pharma in Pakistan. The carefully chosen case studies added a lot of flavor to our learning and the interactive group exercises brought the theoretical realities to practice. Pharma leaders across Pakistan must add this course to their training plans of today and the future. **Samir Saleem, Lead - Digital Initiatives, Novartis Pharma (Pakistan) Limited**

IBA CEE

For Further Information
T: (92-21) 38104701 (Ext. 1804, 1809, 1812)
F: (92-21) 38103008
Email: ceeinfo@iba.edu.pk | Visit: cee.iba.edu.pk

WORKSHOP FEES
PKR 100,000/PARTICIPANT

Inclusive of Course Material, IBA Workshop Certificate, Lunch & Refreshments