



EVENTS CATALOGUE

April 2023







ABOUT US

LIFE SCIENCE ACCESS ACADEMY

Life Science Access Academy is Europe's largest virtual event provider to the Life Science sector.

Every month we source the leading NHS commentators and Life Science Consultants to provide you with the knowledge and insight to establish and deepen client relationships, reimagine health and improve patient outcomes.

We trained over 10,000 UK commercial staff in Life Sciences during 2022 including over 90% of the UK pharmaceutical industry



To jump to a category, just click on the name or number.

CATEGORIES



COMPLIANCE AND REGULATORY

Keep ahead of relevant regulatory changes and ensure optimum compliance

GO NOW



MANAGEMENT AND

LEADERSHIP



MARKET ACCESS AND LIFE CYCLE MANAGEMENT

Training on product launch deployment and optimisation throughout a product lifecycle

GO NOW



NHS / **ENVIRONMENTAL**

We are the UK's leading provider of blended training on the NHS and private sector







MEDICAL AND SCIENTIFIC

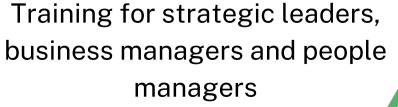
Training for staff working in a scientific, medical or nonpromotional part of the business

GO NOW

NHS NEWS

We bring you the insight and knowledge from the UK's leading NHS commentators for the industry

GO NOW







CATEGORIES

PSYCHOLOGY AND PERSONAL DEVELOPMENT

Training to develop the right mindset and resilience for your current job and future career aspirations





SUSTAINABILITY AND SOCIAL VALUE

Maximising your knowledge in all aspects of environmental, economic and governance sustainability





SPORTING EDGE

In association with Jeremy Snape, former England cricketer, we provide you with access to the inspirational on-demand learning library from Sporting Edge





SALES AND MARKETING

Comprehensive training for all staff working in a promotional or commercial part of the Life Science sector





THE SCIENCE OF STORYTELLING

In association with Richard Newman and the Body Talk team we help enhance emotional engagement that motivates positive change

GO NOW

THERAPY AREA REVIEWS

Keeping you in touch with how the changing NHS is impacting your therapy area











What do recent PMCPA cases tell us about social media activity?

Jayne Packham, *ABPI Code* and compliance expert, explores some key *Code* cases that will help you understand what is and isn't possible. Using social media is an opportunity for the pharmaceutical industry – but creating content and interacting on social media in an *ABPI Code of Practice* compliant way is also challenging.



ABPI Case Reviews with John Chater

Understand the vital importance of ABPI Code cases

John Chater looks at *ABPI Code* cases (decided by the PMCPA) from February to May 2023, identifying key decisions and how these have interpreted/redefined the *Code*.









Conflict Resolution

Do you have difficult conversations where you want to create a positive resolution?

You might need to overcome objections, get people to work well together, negotiate a way forward or simply gain agreement. Find out more with Richard Newman.

Getting the Most out of Remote Coaching

How can more effective, measurable coaching help you and your team thrive?

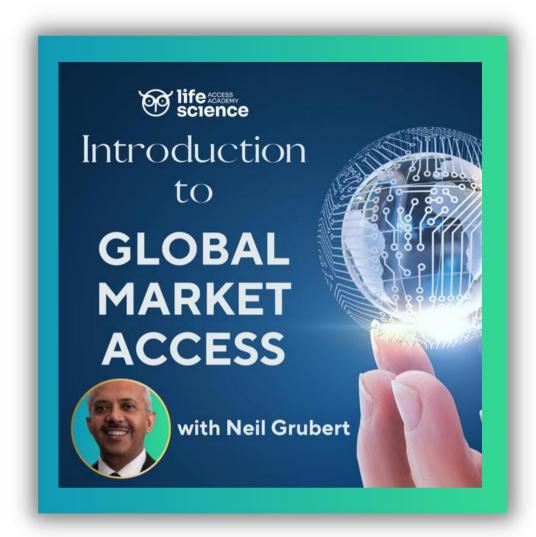
Field teams in the life science industry work in more fluid environments than ever before – but they still require coaching and support to ensure they can flourish and improve their customer engagement week after week.

Virtually Brilliant Leadership

How to lead in today's challenging times, when you can't meet face-to-face...

Leading a commercial team in a 'virtual world' can be tough. How do you maintain the same positive impact as you would have face-to-face? Worse still – how can you help colleagues improve when you can't meet them, and they can't meet clients? Find out with sales communications expert Andy Bounds.





Introduction to Global Market Access

Start your journey to become a global market access guru...

Develop your career and navigate access environments around the world that are becoming ever more challenging.



Managed Entry in Europe - Challenges and Opportunities

Do you know what challenges and opportunities managed entry will present in the future for you and for your pharma partners?

Neil Grubert takes us through how pharmaceutical companies are preparing for the challenges and opportunities that managed entry presents for new medicines entering the European market and what these will mean for your business.



Market Access for Digital Health Products

New manufacturers are entering the digital healthcare market.

At the same time, established pharma and medical technology companies are expanding their product portfolio with digital applications and services. Stefan Walzer, an expert in the area of payer strategy, pricing, health economics and reimbursement, guides us through this emerging and exciting area.



Market Access: How the UK is Transforming Pharmaceutical Access

Find out how the UK is transforming Pharmaceutical Access...

In the wake of Brexit, there were concerns that the access environment might deteriorate significantly. Thus far, however, the opposite has been true.

Find out more with Neil Grubert.



Optimising Outcomes for NICE Assessment of New Medicine

Ian Chamberlain hosts this panel discussion where he discusses the optimising of outcomes for NICE assessment of new medicines.

Ian Chamberlain joins three leading industry experts. Together they discuss the myths surrounding market access NICE / Health Technology Assessment (HTA) submissions.

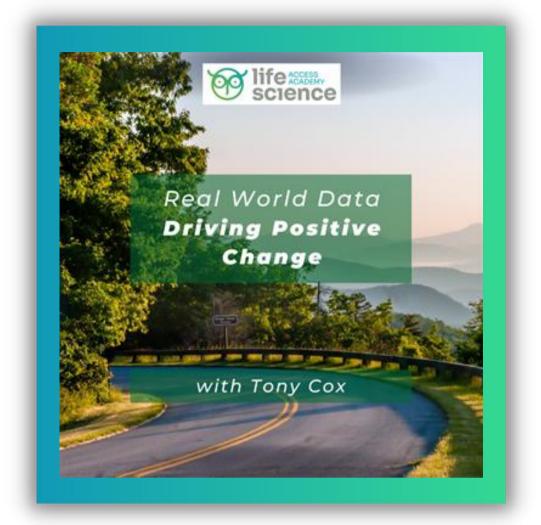


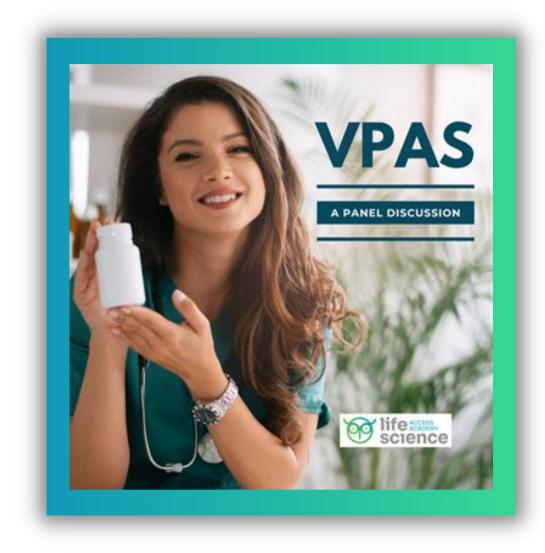
Optimising Real World Data to Deliver Success

Real world data (RWD) insights can drive smarter decisions, but do you know how to use it to drive your performance?

We are joined by an RWD expert, Tony Cox. Tony has over 25 years of industry experience, has been working with RWD for the last 10 years and is the founder of Coxicology, an organisation that focuses on utilising RWD for the benefit of both business and patients.







Real World Data - an OPEN Health Masterclass

Without an evidential base, data is just data.

Chris Rolfe, a data expert, will explain how the NHS is performing against key metrics and how Real World Data (RWD) and Real World Evidence (RWE) can effectively inform decision-making.

Real World Data - Driving Positive Change

Want to know how best to use Real World Data?

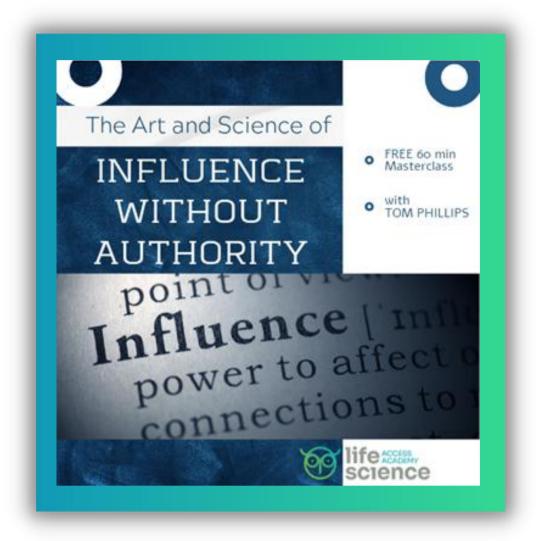
Join Tony Cox, founder of Coxicology, as he shows you how to utilise Real World Data (RWD) to drive positive change to patient pathways, cut backlogs and ensure patients can leave hospital faster, thereby ensuring better treatment for all.

Voluntary Scheme for Branded Medicines Pricing and Access

What is VPAS? How is it meant to operate? Is it working?

Leslie Galloway and David Watson will provide comments and guidance on the latest Voluntary Scheme for Branded Medicines Pricing and Access (VPAS) news to an industry desperate for clarity.









Art and Science of Influence Without Authority

What is authority? And how do the best influencers influence without needing it?

In this exciting and fast-paced event, Tom Phillips, an industry-leading transformational coach and expert on business dynamics, explains how you can become a powerful influencer and leverage your authority effectively.

Make Insights your MSL Superpower

Want the insights you gather to be recognised and acted upon?

Find out how to increase the quantity, quality and impact of the insights you can bring from the field.

MSL Mastery – Advancing and evolving the MSL role

The MSL role sits at the cutting edge of pharma and medtech, providing high-level therapy area expertise and knowledge to clients.

In this masterclass, led by acknowledged and respected MSL expert Helen Kane, you will learn everything you need to know about this essential role, with insight provided from the perspective of the individual MSL, leaders and their organisations.

	THE MSL IN AN OMNICHANNEL WORLD
4	life science

MSL in an Omnichannel World

The Life Science Industry is moving from "multichannel" to "omnichannel" engagement.

Our expert panel discusses the move by the Life Science Industry from multi-channel to omnichannel engagement.

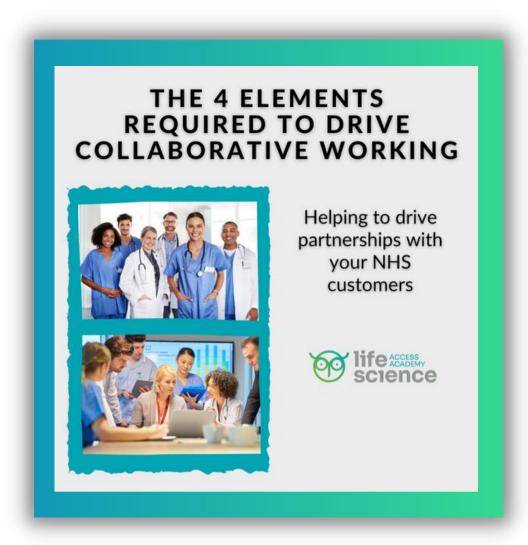


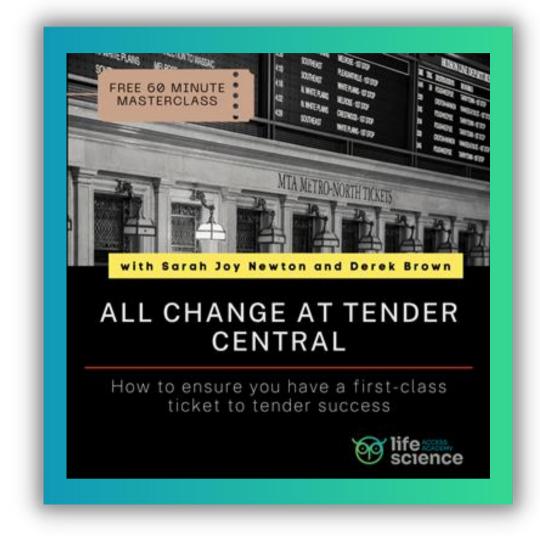
MSL of today: Commercial or Non-Promotional?

Ian Chamberlain is joined by leading industry experts to discuss the evolution and future of the Medical Science Liaison (MSL) role.

Together they discuss the role of the MSL, the evolving skills required for a high-performing MSL, and make predictions on the future of medical teams.









4 Elements required to drive collaborative working

Helping to drive partnerships with your NHS customers.

Shailen Rao is joined by Anna Prescott, an NHS Expert, to discuss their experiences, insights and perspectives on partnership in general but specifically their views on collaborative working.

All change at Tender Central

How to ensure you have a first-class ticket to tender success

Change is coming and it's coming fast. Suppliers need to be ready to respond if they want to ensure compliance and tender success. Our Medtech and Pharma tender experts, Derek Brown and Sarah Joy-Newton walk you through the changes and how to be prepared.

Backlog plan and the new NHS – Can Life Sciences really add value?

Waiting lists have been a growing issue for the NHS...

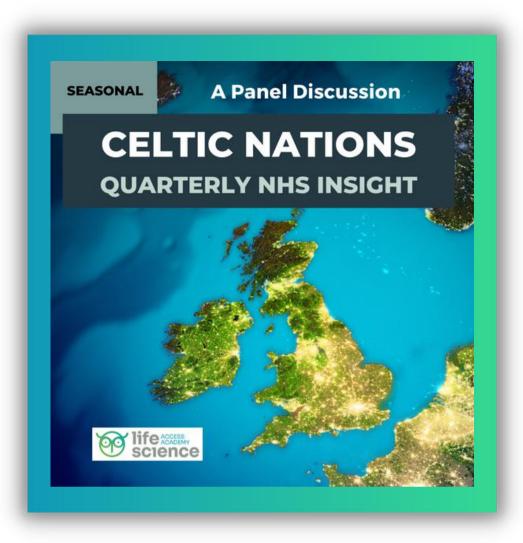
Shailen Rao unpicks the problems surrounding the current plan and suggests ways in which Life Sciences can support the NHS in tackling 'the biggest catch-up programme in the NHS's history'.





Explore the shifts in the NHS.

Join Shailen Rao, Managing Director at Soar Beyond Ltd, as he explores with Ian Chamberlain, the impact of recent NHS changes on the pharmaceutical and medical devices industry. Including Integrated Care Systems (ICSs), the shift from Clinical Commissioning Groups (CCGs) to 'Place' and integration of patient pathways.



Celtic Nations Quarterly Insight

Take a deeper look how the Celtic Nations are progressing each quarter.

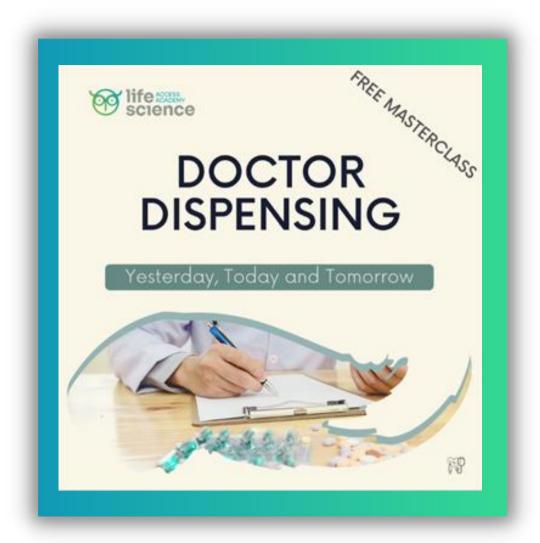
Ian Chamberlain hosts the Celtic Nations quarterly review. Together with his panel of experts, Ian takes a deep dive into the news and updates from the devolved nations.



Community Pharmacy and the Celtic Nations

Windsor Agreement, Humza Yousaf... a time of unprecedented change in the Celtic Nations... but what does this mean for Community Pharmacy?

Trevor Gore, a Community Pharmacy expert, will look at the challenges facing Community Pharmacy in the Celtic Nations, and what manufacturers can do to support the sector. He will show you how to engage the whole pharmacy team within the Celtic Nations to help them meet their challenges at a time of unparalleled change and demand.





Do you want to know exactly what dispensing doctors want from Pharma?

Or perhaps you're keen to strip back to basics and find out the differences between a dispensing doctor and a community pharmacy? Dispensing Doctors: Yesterday, Today and Tomorrow with Greg Bull has got you covered.



Engaging with the NHS in 2023

Optimising Collaboration and Partnership

Scott McKenzie, Rina Newton, Anna Prescott, Shailen Rao and Dave Titcomb explore the drivers and barriers to collaboration from both the NHS and pharma perspectives, they look at how well the NHS is engaged and whether stakeholders are enabled by their organisations to collaborate. They discuss what good looks like and how we can drive positive outcomes for all parties.

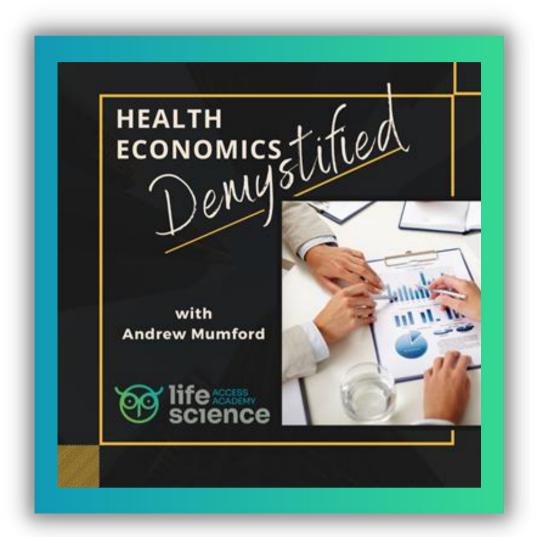


Future of Specialised Commissioning

Commissioning is central to the NHS meeting the challenges it faces.

Nigel Edwards, Neil Grubert, Scott McKenzie and Shailen Rao come together to talk about specialised commissioning.







Future of UK Community Pharmacy

The world of UK community pharmacy is changing...

Trevor Gore, a Community Pharmacy Expert, will look at the challenges facing community pharmacy, and what manufacturers can do to support the sector. He will show you how to engage the whole pharmacy team to help them meet their challenges at a time of unparalleled change and demand.

Health Economics Demystified

Unpick the mysteries behind health economics and health technology assessment.

Break down and demystify the core principles applied to health economics decision-making in the health technology assessment environment.

Health Economy Insight with Scott McKenzie

Latest news from Scott McKenzie helping you establish priorities in a fast changing NHS.

Sales and product placement expert Scott McKenzie will draw on his extensive experience to super-charge your sales pitch and provide expert insight on how to demonstrate to your customer the value of what you're offering and closing that all-important deal.



Integrating Pharmacy & Medicines Optimisation (IPMO)

IPMO and what this means for Life Sciences

NHS experts Ziad Laklouk and Anjna Sharma from Soar Beyond discuss new infrastructure in pharmacy, key stakeholders to build relationships with and some practical examples of how to integrate this new way of working.



Jargon Busting! Engaging Meaningfully with Dispensing Doctors

Understand the jargon you need to help you engage with Dispensing Doctors.

Greg Bull guides you through this unique and highly informative Masterclass on this important customer group.



NHS in 2023 – What can we expect?

How will the NHS adapt in 2023?

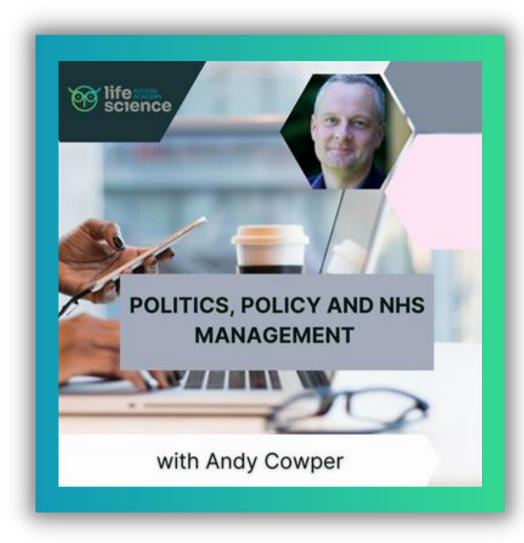
Andy Cowper, Scott McKenzie, Shailen Rao and David Thorne join us for a look at what to expect in 2023. The NHS is under extreme pressure as we move into a new year, with a record number of patients on waiting lists for treatment, a workforce crisis and NHS staff reporting unparalleled stress and anxiety levels. Our broad panel of experts will give their personal views and make predictions to help you avoid the inevitable changes as the system struggles to cope.





Do you find yourself going through the same motions every time you write your territory business plans?

Same strategy, same customers, same message and you end up getting the same results? If so, why not think outside the box and embrace the opportunity of private medicine? Join private sector expert Stuart Rose as he provides top tips on how to engage successfully with the private market.



Politics, Policy and NHS Management with Andy Cowper

Analyse and interpret the implications for the Industry

Join our Life Science Access Academy host, Ian Chamberlain, and NHS policy expert, Andy Cowper, each month as they analyse and interpret the implications for the Industry of the ever-changing Politics, Policy and Management of the NHS.



The Real "Go Live" for ICS's

All 42 ICSs across England have been operating as statutory bodies since last July – are you up to speed with their growing role?

Explore the impact of NHS changes on the life science industry including integrated care systems (ICSs), the shift from clinical commissioning groups (CCGs) to 'Place' and the integration of patient pathways.



Update on Medicines Optimisation in the new ICS World

The creation of Integrated Care Systems (ICSs) in July 2022 radically changed the way medicines are funded and provided in the NHS.

The Soar Beyond experts will explain how ICSs, system integration and new ways of working will impact medicines optimisation.



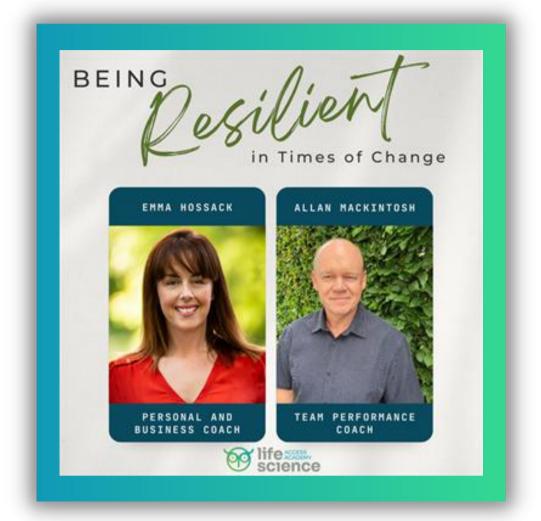
Virtual Wards - The Future of Healthcare?

The NHS is introducing virtual wards to support people at home, as well as in care homes.

Dr Gurnak Dosanjh and Shailen Rao will provide an update on the progress being made in this innovative and important area of care that has come at a time of unprecedented demand for healthcare services. We also look at the opportunities it presents for industry to engage successfully with the new system.









Adaptive Communication in a Hybrid World

Being Resilient in Times of Change

Celebrating Diversity: Inspiring
Conversations from Ethnic
Minority Leaders and Allies in UK
Life Sciences

Do you know how to use your EQ rather than your IQ when communicating with your customers and team?

Resilience – we hear a lot about it, but what does it really mean for those of us adapting to the changing workplace?

Celebrate diversity in the Life Science industry with our panel of industry experts from ethnic minority leaders and allies in the UK Life Sciences

Rob Toomey introduces some of the most powerful, yet simple, techniques for adaptive communication. Join us to understand how to use your emotional intelligence to bring out the best in others...

Resilience Practitioner Emma Hossack and Team Performance Coach Allan Mackintosh will provide you with the tools, techniques and actionable advice that will build and sustain your own resilience in the face of inevitable and ongoing change. Ian Chamberlain chats with our panel of experts about their inspiring stories. This Masterclass covers important lessons about misogyny, racism, discrimination, mental health and how we can be more inclusive.



Celebrating Belonging: Inspiring Conversations from Female Leaders in UK Life Sciences

Celebrate diversity in the Life Science industry with our panel of inspiring women & their stories.

Ian Chamberlain chats with our panel of expert women about their inspiring stories. This Think Tank covers important lessons for men, women, leaders, mentors, allies and sponsors.



Celebrating Diversity: Inspiring Conversations with LGBTQ+ leaders and allies in UK Life Sciences

Celebrate diversity in the Life Science industry with our panel of inspiring LGBTQ+ leaders and allies & their stories.

The panellists highlight the power of diversity and thought, why it's important to do the right thing and why diversity, belonging and inclusion is great for business, and staff and making sure you can connect most appropriately with your diverse customer base.

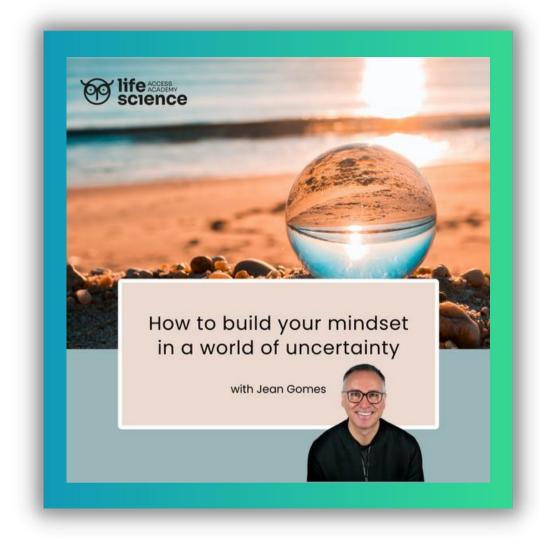


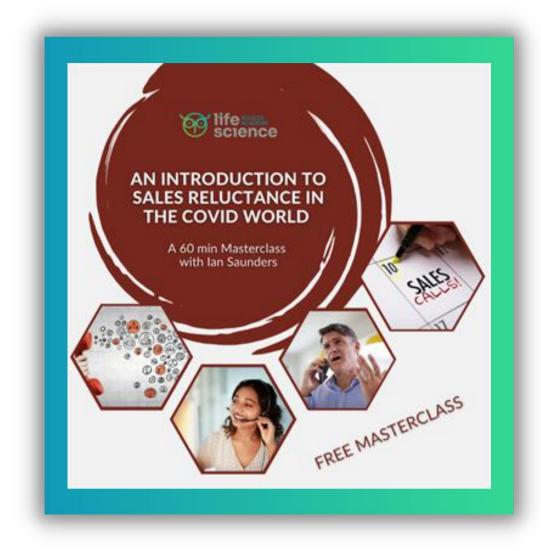
Social Media: Hero or Villain?

The cost to business of social media addiction

Sam Flynn takes a look at the detrimental impact social media has on focus, attention and productivity.







Fast Track Your Career

Discussing the importance of resilience, collaboration, self-awareness and teamwork to achieve goals and progress your career!

Ian Chamberlain is joined by an inspirational panel of experts, including Stephanie Armstrong, Chris Bodman, Alison Lawrence and Phil Rose. They draw on their own collective experiences and insights to provide their top tips on fast-track your career!

How to build your mindset in a world of uncertainty

Build your wellbeing and performance operating system

Jean Gomes draws on recent breakthroughs in neuroscience, physiology and psychology that help us arrive at a new understanding of how the brain and body work together to make sense of the world.

Introduction to Sales Reluctance

Is your team suffering sales reluctance in a COVID world? Are you or your team losing sales unconsciously?

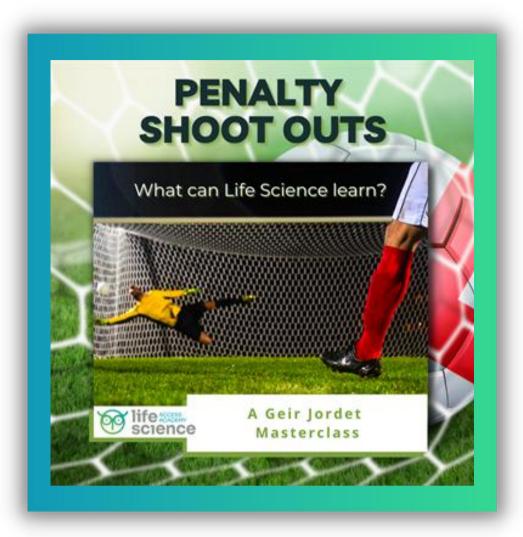
Ian Saunders, an expert trainer in sales psychology and reluctance, will explore how a salesperson's preferences and feelings toward selling shape their success.



Overachieve in 2023 - a Jim Steele Masterclass

Be Unashamedly Superhuman.

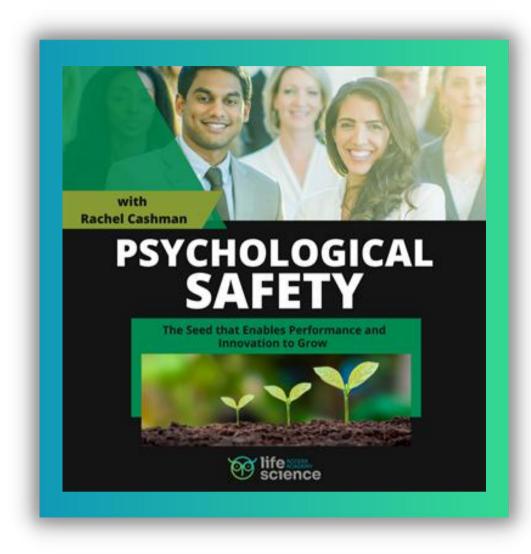
Jim Steele, one of the world's top business performance pioneers and facilitators, explains how we can each of us exceed boundaries and reach our full potential. He gives us a powerful combination of the best executive coaching and the latest, cutting-edge research that will maximise your professional performance and personal potential.



Penalty Shoot Outs: What can Life Science learn?

Learn the secrets that will enable you to deliver when it counts!

Professor Geir Jordet, an expert football psychologist, shares some of the secrets of the penalty shootout and explains what the Life Science sector can learn to better perform and lead under pressure.



Psychological Safety

Psychological safety in the workplace is about creating the conditions for sustainable and healthy high performance in teams.

Rachel Cashman, a specialist in psychological safety, well-being and resilience at work, will spark new levels of curiosity, through the adoption of signature leadership practices, about the quality of your professional dialogue, access breakthrough thinking and increase psychological safety, innovation and performance.



The NHS and Transgender Awareness

Meeting the challenge of providing inclusive healthcare services.

The desire and need to include transgender people in the provision of healthcare, and to provide services that do not directly or indirectly discriminate against this group, is the subject of much debate, both in the NHS and wider society.



Unlock your Creativity and Enhance Harmony

Enhance well being through creativity and to let go of stress.

Art therapy is an expressive therapy that is used to improve mental and emotional, physical wellbeing. Join us for this session that begins with a short meditation experience and uses art therapy exercises and techniques.





Be a Virtual Superhero!

Take your virtual meetings to the next level.

Ian Chamberlain and his panel of experts look at the wide variety of skills required to exceed expectations via the virtual medium, from employing successful storytelling techniques to optimising body language, and reading body language signals to the importance of preparation and confident public speaking.



Be Virtually Brilliant with Richard Newman

Communication, body language and flare.. how to maximise your virtual presence.

Ian Chamberlain interviews Chief Executive Officer and Founder of UK Body Talk, Richard Newman. In this interview, Richard and Ian talk about Richard's experiences which led to him becoming exceptional at virtual communication. They discuss how to be virtually brilliant and Richard shares a few top tips to get people started.



Build Trust - Build Collaboration

There has been a steady decline in the focus industry places on how it builds trust with its NHS partners.

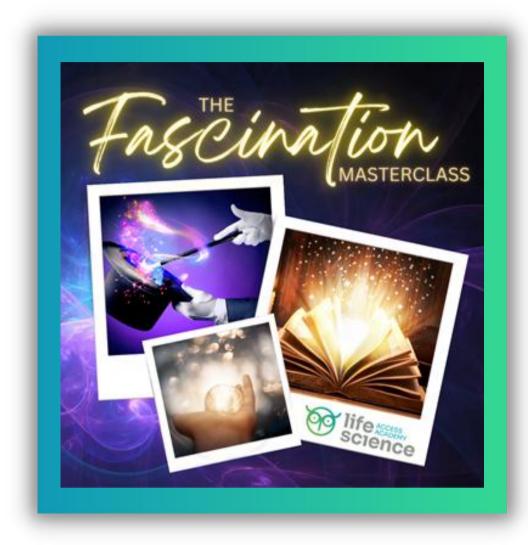
Despite increasing levels of mandatory compliance (the perception that trust can be built by regulation) trust is failing miserably. Why? Because trust is a feeling that can never be positively impacted by either governance or regulation. Join Ivan Hollingsworth to transform your relationships with your most important customers.





The impact of COVID-19 has implications that affect us all - what does it mean for KAMs? And how will organisations best manage those changes?

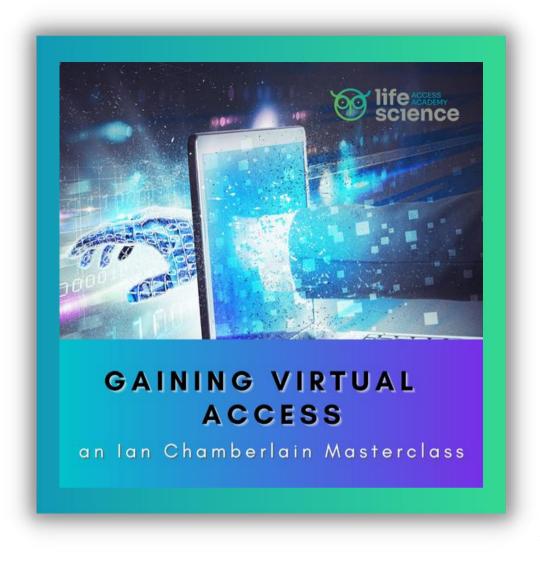
For many companies, the KAM is the primary point of contact between the business and the customer's organisation. The precise definition and responsibilities of a KAM vary between businesses and have been steadily evolving.



Fascination Masterclass

The raw truth is that, in business and life, if you don't stand out, you miss out!

Julian James, Mind Magician and expert on communications and sales, is going to share some of his secrets so that you can benefit from powerful shifts in awareness – and the application of dynamic human interaction – that will make a massive difference to how you communicate and sell.

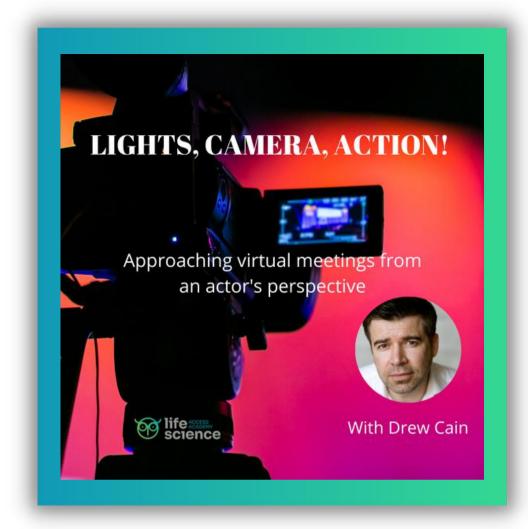


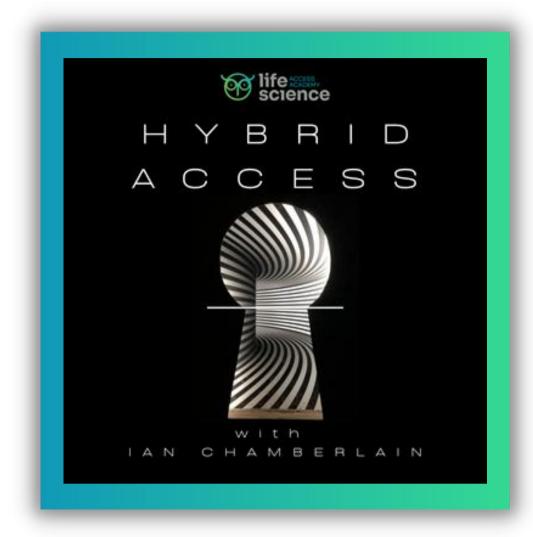
Gaining Virtual Access

Do you want to improve your access with your key customers?

Do you need help in making the transition to a virtual and remote sales environment? Do you want to be able to engage virtually with those customers you found so easy to see face-to-face? Ian Chamberlain tells us how.







Giving Bad News with Andy Bounds

Giving bad news is something we all have to do. It isn't fun. Or easy.

Andy Bounds teaches simple, new, proven ways to improve how you prepare for, deliver and follow up giving bad news, helping you get the best possible outcomes for everyone!

How to Present Yourself on Camera

Lights, Camera, Action! Approaching virtual meetings from an actor's perspective.

Ian Chamberlain interviews actor Drew Cain. Drew has had parts in many well-known and well-loved programmes such as Coronation Street and Eastenders. Drew has many relevant, fascinating and helpful tips to share regarding how to present yourself on camera, from the topic of oncamera make-up, to how lighting affects glasses-wearers!

Hybrid Access with Ian Chamberlain

Do you want to improve your access with your key customers?

Ian Chamberlain takes us into the world of hybrid access. He looks at the benefits of virtual, remote and face-to-face sales environments, their pitfalls and how to avoid them. He will help you make the transition between virtual and remote sales environments.





How to deliver them so you impress and influence everyone.

Meetings combining both face-to-face and virtual attendance have never been more popular. Join Andy Bounds in this fast-paced and high-impact Masterclass

that will equip you with new and practical skills, and increased confidence in the hybrid speaker meeting environment.



Ian Chamberlain's Access Masterclass A

Researching a customer to unlock access and build your confidence.

In this Masterclass Ian Chamberlain takes us through how to research a customer and build a cohesive proposal in order to unlock access and build your confidence.



Ian Chamberlain's Access Masterclass B

Building powerful and compelling "WIIFM" statements.

Ian Chamberlain hosts this Masterclass which is part of a series that takes a deeper dive into access and making contact with customers. Ian takes us through what a WIIFM statement is, when you should use them and with whom. In this session, you will learn, in detail, how to get the most out of a WIIFM statement.





What is negotiation?

Experts Charles Barker and Esther Nzenza explain the principles of collaborative negotiation by using real-world examples and case studies that illustrate its promise, potential and power.



Remote and Virtual Selling Mastery

Discover the unique skills, actions, hints and tips of top remote sales performers.

In this masterclass, Ian explores preparation, running the meeting and the post-call stage.

He discusses the customer plans, call plans, materials & technology, and the 'New KOLs', how to set the right tone, grab attention, virtual questioning skills, hold attention and finally appropriate closing skills. Ian then explores self-analysis and some unique metrics that virtual sales prosuse.



Selling through the Lenswith Dominic Colenso

Without the normal feedback cues, how do you create engagement and maintain people's attention?

How do you structure your presentations for maximum interaction? How do you build trust and rapport? Find out with Dominic Colenso!



Virtual communication best-practices

How to impress and influence everyone you speak with...

Sales communications expert Andy Bounds discusses best practices for all commercial teams and specifically looks at engagement, overcoming objections, gaining commitment and, most importantly, the follow up.





The Science of Storytelling

Gain a strategic edge – whether your team is communicating virtually or in person – from an expert in advanced communications.

Richard Newman goes through proven communication techniques that will increase the results for you and your teams. He shares his highlights of the flagship training journey that has been tried and tested by thousands of professionals in the life science industry from around the world, over the last two

SPORTING EDGE



SPORTINGEDGE





Seven Secrets of Women who Win

The Winning Mindset for Leaders

Learn inspirational strategies from some of the world's leading female minds

What secret traits do all successful leaders have?

Jeremy Snape gives us some insights from elite sport, the performing arts, business and academia to inspire you on the next step in your career. How do champions and high-achievers maximise their own, and their teams', performance? In this Masterclass, you'll discover their secrets to help you unlock your full potential. Led by Jeremy Snape, a former England cricketer and the founder of Sporting Edge, he'll teach you key techniques to develop the mindset that all high achievers share.

SUSTAINABILITY
AND SOCIAL
VALUE

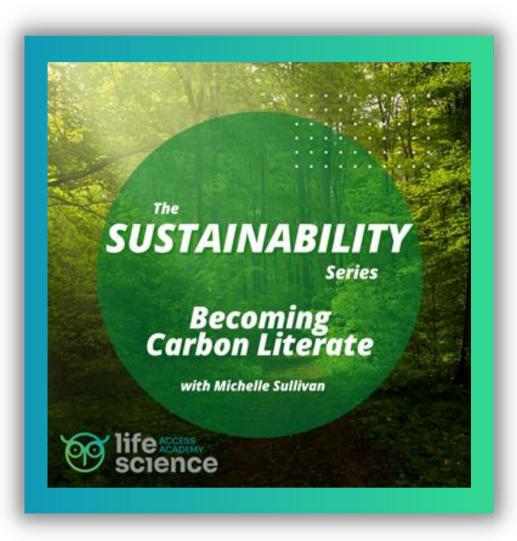




Sustainability 2023: what do Life Sciences need to do?

What needs to happen to broaden the base of company commitment?

Our panel discusses a range of topics including social value, net zero, labour standards and modern slavery.



Sustainability: Becoming Carbon Literate

What does sustainability actually mean?

We answer this vital question, defining what sustainability is, its challenges and opportunities, what it requires of us all and why it is such an overriding priority for the whole planet. Michelle Sullivan takes an evidence-based approach. We assess this serious global challenge, the key influencers behind the drive and why the existential threat of climate change can no longer be ignored.



Sustainability: How can Industry be part of the Solution?

The NHS committed itself to become the 'world's first net zero national health service'.

Realising this, in as complex a system as the NHS, is particularly challenging and necessitates immediate and ongoing action that will affect all aspects of service delivery. Find out more in part two of The Sustainability Series with Derek Brown and Michelle Sullivan.



NHS Therapy Area Review Experts

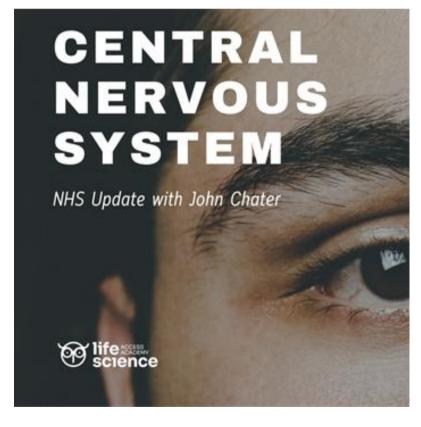








Cardiovascular Disease



Central Nervous System



Dermatology



Diabetes



Diagnostics



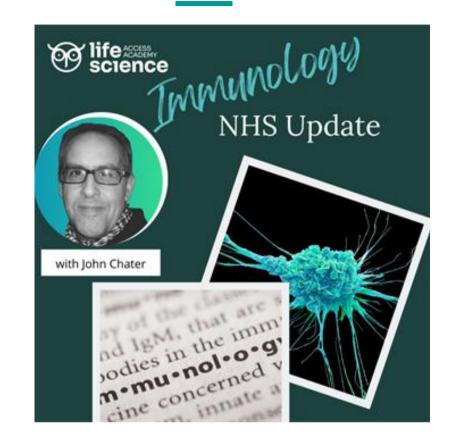
Gastroenterology



Haematology



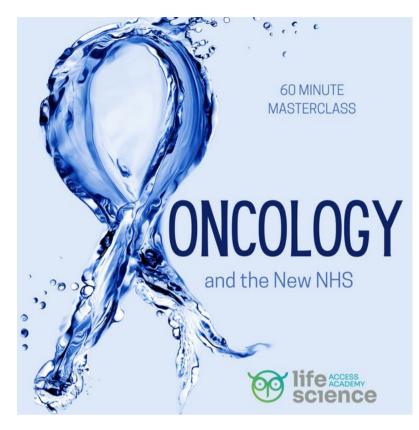
Homecare



Immunology



Obesity



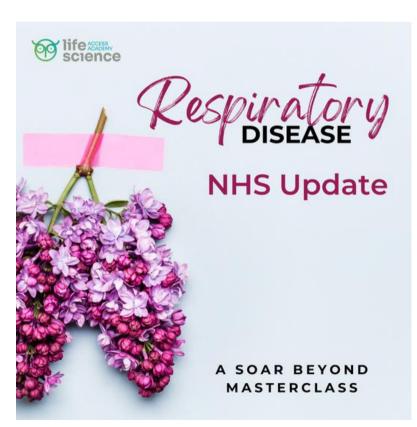
Oncology



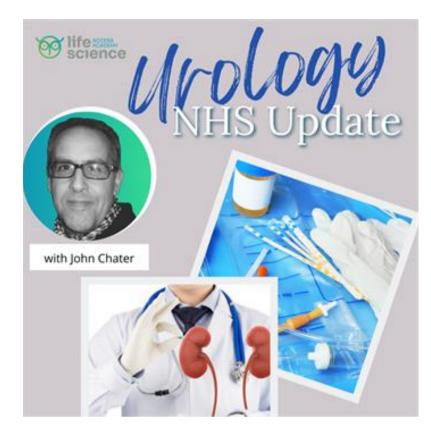
Ophthalmology



Rare Diseases



Respiratory



Urology



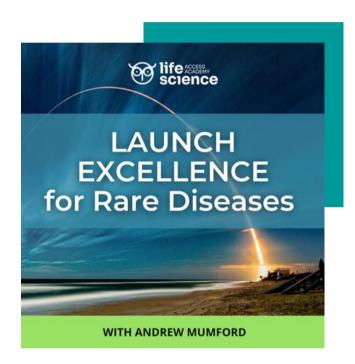
Women's Health



OTHER EVENTS



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