



University  
of Basel

Faculty of  
Medicine



# Best Practices in Communicating with Healthcare Stakeholders

Continuing Education Series:  
Frontiers in Drug Development

## Online Seminar

Thursday, February 4, 2021  
08:30 am – 4:30 pm



European Center of Pharmaceutical Medicine

ADVANCED STUDIES

Under the auspices of  
EUCOR, the European Campus  
IFAPP, Int. Federation of Associations of Pharmaceutical Physicians  
and Pharmaceutical Medicine

Accredited by SwAPP/SGPM and FPH SPITAL  
Recognized as PharmaTrain Centre of Excellence



# Invitation

Effective communication of information plays a strategic role in developing relationship and trust. A clear set of rules and regulations support the quality of a system and guide healthcare communicators on how to shape their communication strategies. Healthcare stakeholders include a wide range of individuals and organizations, such as pharma industries, clinicians, advocacy groups, and policymakers.

Patients are increasingly well informed about their disease and potential treatment options. They use social media platforms to connect and discuss with other patients. An emerging group is interested in co-driving their own treatment schedule and want to become more involved in the R&D process.

Communicating with and among healthcare stakeholders, e.g. the preparation of

a market launch or the information about scientific results is often shaped by risk management, which despite careful assessment can lead to unexpected crises situations, requiring professional crisis management. Last but not least the potential pitfalls, when sharing insider information, will be highlighted – an often overlooked area, where misconduct can result in harsh consequences.

This online seminar brings together a broad range of experts that come from a variety of professions who will share their insight on making decisions and communicating with and among a diverse group of healthcare stakeholders.

Join us on February 4, 2021 to reflect, learn from and discuss with the experts on this multifaceted topic.



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Prof. Dr. Thomas D. Szucs  
Director



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Dr. Annette Mollet  
Head of Education & Training



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Vivienne Rassaerts  
Course Director

# Best Practices in Communicating with Healthcare Stakeholders

Online, February 4, 2021

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08:00

**Opening of Zoom Meeting by ECPM as Host**

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## **The Art of Risk Communication**

Gerd Gigerenzer, Harding Center for Risk Literacy at the University of Potsdam, Faculty of Health Sciences Brandenburg, Berlin

## **Better Doctors, Better Patients, Better Decisions**

Gerd Gigerenzer, Harding Center for Risk Literacy at the University of Potsdam, Faculty of Health Sciences Brandenburg, Berlin

10:00 – 10:30

**Coffee Break**

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## **Enabling Successful Patient Expert and Healthcare Company Collaboration**

Silja Chouquet, merakoi, Basel

## **Preparing and Implementing a Market Launch Communication Plan**

Dominic Elliston, Galliard Healthcare, London

12:00 – 13:00

**Lunch**

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## **Crisis – Risk and Issue Management**

Gottlieb Keller, Basel

## **Dealing with Insider/Non-Publicly Available Information**

Thomas Szucs, ECPM, Basel

14:30 – 14:45

**Coffee Break**

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## **Advertising and Promotion Regulations**

Marc C. Bauer, Agios Pharmaceuticals, Lucerne

## **Overview on FDA General Public Advertising and Promotion Communication Guidance**

Lucy Rose, Lucy Rose & Associates, Washington

## About Frontiers in Drug Development Seminars

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ECPM offers one day seminars on new trends and developments in drug development science. These seminars provide the opportunity to integrate work and further education, to discuss with experts face-to-face and to build an international network. They take place on the fourth day of each of the six modules of the ECPM Diploma Course and are mandatory for students taking the Diploma Course. Additionally they are open to our alumni and other interested scientists and can be booked separately.

## Learning Outcomes

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Participants should learn more about various topic such as:

- Future trends in drug development including Future Information Technologies, Nano-Technologies, Computer Simulation and Modeling, Personalized Medicine, Genomics, Biologicals and Biosimilars, Advanced Therapeutics.
- Regulatory Agency updates from FDA, EMA and Swissmedic.
- Ethical, Economic and Epidemiological Considerations and Concepts in Drug Development.

## Date and Venue

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Thursday, February 4, 2021

This seminar will be held online via <https://zoom.us/>.  
All details will be shared in January 2021.

## Registration

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Via our homepage [www.ecpm.ch](http://www.ecpm.ch) or  
[www.ecpm.ch/frontiers-in-drug-development-s5](http://www.ecpm.ch/frontiers-in-drug-development-s5)

Deadline for Registration: Friday, January 22, 2021

## Credits

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Six workshops over a period of two years, which equal 1 ECTS credit. Accredited as continuing education with eight credits by the Swiss Society of Pharmaceutical Medicine (SGPM) and the Swiss Society of Pharmaceutical Professionals (SwAPP). Accredited with 50 FPH-points in hospital pharmacy and 50 FPH-points in clinical pharmacy and the Swiss Society FPH Spital (Fachgesellschaft FPH Spital).

## Fee

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Course fee including certificate and electronic course material is CHF 280. A reduced fee applies to participants from academia and nonprofit organizations.

After registration you will receive an invoice. For short notice registration, please send a copy of the money transfer to [ecpm@unibas.ch](mailto:ecpm@unibas.ch)

## Cancellation Policy

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Refund of fees, less 30% administrative charges will be given if cancellations are received in written format ([ecpm@unibas.ch](mailto:ecpm@unibas.ch)) by Monday, January 25, 2021. After this date no refund can be given for cancellations. Speakers are subject to change without notice.

## Seminar Organizer

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This seminar is organized by the European Center of Pharmaceutical Medicine.



# **Educating Talents since 1460.**

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