



**PSP Masterclass™**



# PSP Masterclass™

Facilitator: **Nicole Serena**

**Thursday, April 2nd - 9am to 4pm Cost:**

**\$1995** Early Bird Price, Regular **\$2195**

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## SUMMARY:

Patient Support Programs can be the largest expense for Pharmaceutical companies in Canada. Leaders need to increase their knowledge and skills to manage these multi-million-dollar programs to **ensure efficiency and compliance**.

This one-day Master Class workshop is aimed at PSP Directors and Managers who lead their organization's Patient Support Programs. This collaborative session will allow participants to dive into and solve real-world business problems and discuss how the industry is evolving within the Patient Support Program area. This interactive workshop will draw from case studies and industry trends to help participants understand how to lead their teams to success in times of increasing scrutiny and oversight of Patient Support Programs.

Additional Guest Speakers will lead sessions on key topics that impact Patient Support Programs in 2020 and beyond.

## LEARNING TOPICS:

- **Vendor Management** - developing or enhancing your partnership
- **Managing Senior/Global Leadership expectations and demands**
- **Transitioning your PSP from Operational to Strategic**
- **Risk Management** - proactively preparing for change
- **Data Strategies** - Managing your own data, developing data strategies and more
- **Life Cycle Management** - actively managing your programs through their life cycle
- **Leading and Growing your team for success**

## DESIGNED FOR:

- **PSP Leaders**
- **PSP Managers with 8+ years of experience**
- **Senior Executives with PSP responsibility**
- **Pharmaceutical Manufacturers only**

## INSTRUCTOR:

Nicole Serena has worked in the Pharmaceutical Industry for over 25 years. She is the Vice President, PSP Systems and Solutions for Waldron & Associates, and a co-Managing Director of The Cadence Learning Group. Nicole Serena is a Strategic Partner to Matrix Healthcare supporting their Patient Support Advisory Practice. Previously, she was the Director, PSPs at Bayer Canada. She has 8 years of experience in Patient Access and with launching and transitioning PSPs. She has worked with small programs of less than 20 patients to large programs with over 15,000 patients. She is a recognized speaker and has presented at Patient Access conferences within the USA and Canada over the past 3 years. Nicole is also the author of the book "Top Talent – How to Hire Your Dream Intern".



For more information contact **Nicole Serena**, VP, PSP Systems and Solutions, at

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