

Business Partnering for Digital Innovation

Brought to you by the Healthcare Businesswomen's Association (HBA)
and the Center for Communication Compliance (CCC)

Teamwork is the ability to work together toward a common vision. It is the fuel that allows common people to attain uncommon results.

- Andrew Carnegie, Business Leader, Entrepreneur, Philanthropist

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The HBA-CCC certificate program strengthens the business partnering competencies of those involved in digital initiatives, improving individual and team performance. Collaboration across the organization will optimize digital portfolios and accelerate development of patient-relevant products.

Digital innovation, today's business imperative

"Digital enables us to co-create therapies with the patient at the center of a digital-enabled value chain. In R&D, digital tools can optimize the development of targeted therapies, speed up clinical trial enrollment, and convert trials into adaptive studies that give you patient feedback at many points along the research continuum. At the commercial end, these tools may allow a deeper integration of the customer voice, from product development to post-launch communications."

Francoise Simon, PhD, faculty at Mount Sinai School of Medicine, and professor emerita, Columbia University

Return on Collaboration (ROC): Benefits of Business Partnering

Leaders with effective business partnering skills nurture optimal conditions for digital innovation in a regulated industry. They:

- Create a fertile environment for original thinking and out-of-the-box suggestions
- Boost productivity through greater sharing and leveraging of more resources
- Decrease time spent coming to consensus around new projects requiring diversity of input
- Eliminate time wasted on discussions about non-negotiable, non-compliant programs/materials
- Require fewer meetings to accomplish their tasks and reach milestones
- Have the flexibility to address and leverage sudden change or new obstacles
- Enable companies and careers to achieve exceptional outcomes

Dynamic times demand compliant confidence

U.S. Federal Drug Administration commissioner Scott Gottlieb, MD announced his **Digital Health Innovation Action Plan**.

The FDA recently released its draft guidance on patient-focused drug development program (PFDD) – an outcome of the **21st Century Cures Act** enacted by the U.S. Congress.

The Act creates a window of opportunity for reliance on data developed in less traditional forms, most notably real-world evidence (RWE) like patient reported outcomes (PROs), which can be collected through digital technology.

This certificate program nurtures business partnering on digital initiatives so professionals in life sciences can:

- Demonstrate agility in the face of an ever-changing environment
- Rapidly assimilate new ideas based on deeper understanding of evolving terrains
- Offer solutions for accelerating innovation based on new data, trends and cases
- Navigate group dynamics around new and novel digital initiatives
- Secure the business acumen and confidence to make this happen

Certificate Program Curriculum: BUSINESS PARTNERING FOR DIGITAL INNOVATION

SECTION 1: Understanding the digital environment

- Learning about the digital ecosystem: landscape, players, trends
- Defining technology required for digital maturity

SECTION 2: Aligning teams for efficiency

- Making a cogent and evidence-based business case
- Rallying teams around a superordinate goal
- Mastering fundamental regulatory requirements

SECTION 3: Navigating team dynamics

- Recognizing and adapting to behavioral styles
- Active listening for solution-focused decision-making
- Assessing your own collaboration mindset

Virtual program designed for accessibility and convenience.

Time required:
1-2 hours per week
over 12 weeks

PROGRAM STRUCTURE:

- Scheduled cadence of webinars and live discussions if possible
- Faculty representing industry and government subject matter experts
- Final examination to confirm mastery of the concepts
- Branded certificate and logo for e-signature

TARGET AUDIENCE:

Individuals and teams working on digital initiatives, pre-commercial and marketing products including:

- Marketing, Product Management
- Market Access, Patient Relations
- Compliance, Ethics, Quality
- Medical Affairs, Legal, Regulatory
- Technology, Public Relations
- Relevant for U.S. and International

For more information, please contact either co-chair:
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