

HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE

PROGRAMME

Wednesday March 30th

09.00 – 09.15	Course Introduction
09.15 – 10.00	Overview of the Licensing Process – Sharon Finch <ul style="list-style-type: none">▪ definition and scope of the licence▪ internal business development structures▪ strategy and fit within the company▪ working relationships with other functions e.g., research, medical & commercial▪ standard operating procedures for in-house operations▪ metrics of success
10.00 – 10.45	Identifying and Finding Partners – Paul Pay <ul style="list-style-type: none">▪ types of searches▪ potential sources▪ useful networks and databases▪ courses and conferences▪ contact strategies
10.45-11.00	Coffee
11.00 – 12.15	Due Diligence – Jon Bell, Director, Alliance and Integration Management, AstraZeneca <ul style="list-style-type: none">▪ Introduction▪ Due Diligence in the real World▪ The process of Due Diligence▪ Legal Aspects of Due Diligence
12.15 – 13.15	Lunch
13.15 – 13.45	Case Study Introduction <ul style="list-style-type: none">▪ team work – identification of key issues▪ development of the term sheet▪ useful networks and databases
13.45 – 14.45	Intellectual Property Rights – Ian Jones, Senior Associate, Gill Jennings Every <ul style="list-style-type: none">▪ patents: what is and isn't patentable▪ the patenting process▪ other forms of IP - trademarks, designs, copyright, know how▪ SPCs▪ enforcement and infringement
14.45 – 15.00	Tea

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15.00 – 16.00 **Optimising the Legal Agreement Structure – Mathilda Davidson, Legal Director, Gowling WLG**

- legal elements of deal structures
- various types of deals
- due diligence
- termination of agreements
- governing law

16.00 – 17.30 **Case Study Term Sheet**
▪ team work – review of the term sheet

Thursday March 31st

09.00 – 09.15 **Questions and feedback**

09.15 – 10.30 **Different Types of Licensing Agreements – Sharon Finch**

- Research collaborations
- Contract Research
- Licensing, Heads of Agreement, In-licensing, Out-licensing, Options
- Marketing Agreements, Contract Salesforce, Co-marketing, Co-promotion
- M&A
- Joint Ventures

10.30 – 10.45 **Coffee**

10.45 – 12.00 **The Regulatory Environment in Licensing - Sarah Nicholson, QRCC**

- global regulatory framework
- development timelines
- key regulatory milestones: links to contracts
- interface with licensing and business development

12.00 – 13.00 **Lunch**

13.00 – 15.00 **Financial Aspects of Licensing – Catharine Staughton**

- valuation of products / technology
- financial evaluation of the opportunity
- simple financial models
- risk assessment and evaluation
- financial impact of different deal structures

15.00 – 15.15 **Tea**

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- 15.15 – 17.00** **Case Study Term Sheet**
- team work – review of the excel and case study financials

Friday April 1st

- 09.00 – 09.15** **Questions and feedback**
- 09.15 – 10.15** **Negotiation Process and Techniques – Sharon Finch**
- Introduction
 - Negotiating Styles
 - Planning your negotiation
- 10.15 – 10.45** **Review and preparation of negotiating strategy for the Case Study**
- 10.45 – 12.30** **Active interparty negotiation**
- 12.30 – 13.15** **Lunch**
- 13.15.-13.45** **Feedback on the case study**
- 13.45 – 14.45** **Alliance Management – Keith Buchanan Smith, Alliance Director, GSK**
- Why does alliance management matter?
 - What is alliance management
 - Alliance management in practice
- 14.45** **Summary and Close**