

LIFE SCIENCES  SKILLNET



MARKETING FOR MEDICAL TECHNOLOGIES
DIPLOMA IN SALES AND MARKETING FOR MEDICAL TECHNOLOGIES

DIPLOMA IN SALES AND MARKETING

FOR MEDICAL TECHNOLOGIES

Developed for Sales and Marketing Leaders of Tomorrow

September 2013 - June 2014



DIPLOMA IN SALES AND MARKETING FOR MEDICAL TECHNOLOGIES

Venue: National University of Ireland, Galway
Cost: €2,000 for IMDA Members & Life Sciences Skillnet Members
www.imda.ie/event

Dates: 30th August 2013 (induction), and thereafter 12 consecutive Fridays (lectures)

Time: 9:00 - 17:30

Venue: National University of Ireland, Galway

Cost: €2000 per delegate

Register: www.imda.ie/events

(More Information contact - Pauline O'Flanagan, pauline@lifesciencesskillnet.ie (087 2308153)
Or Sinead Keogh, IMDA.sinead.keogh@ibec.ie (01 6051538))

IMDA and Life Sciences Skillnet in conjunction with National University of Ireland Galway have developed a new Diploma in Sales and Marketing for Medical Technologies. This part time programme has been uniquely developed by the IMDA's Sales and Marketing Working Group and runs over one academic year with lectures in semester 1 taking place on campus on consecutive Fridays. The programme content is extensive and varied with four taught modules in semester 1 and an applied project in semester 2. Prior to commencement of these taught modules an induction day will take place on campus. The Diploma offers the opportunity to use the knowledge and skills acquired through the taught modules to the applied sales & marketing project.

The course is suitable for professionals who wish to embark on a career in medical technology sales and marketing. Most of the content will be delivered under the direction of the J.E. Cairnes School of Business and Economics at NUI, Galway and BioInnovate Ireland.

Upon successful completion of the programme, the student will have acquired the skills to:

- Identify the basic elements of a marketing strategy including developing a value proposition.
- Understand the impact of doing business internationally including social and cultural challenges.
- Understand the range of options of developing channels to domestic and international markets and risks associated with exporting.
- Describe the sales environment and decide which customer segments to target.
- Gain knowledge of proven sales and marketing tool kits and techniques for the Med Tech Sector
- Appreciate the importance of client relationship management.
- Heighten communication and negotiation skills.
- Explain how providing service to the customer leads to lifetime worth.
- Identify an unmet clinical need and bring it through a market research phase.
- Be able to understand and communicate clinical data, reimbursement and HTA from a sales perspective.
- To appreciate the issues associated with managing financial and regulatory components of a business
- Session on CV writing, interviewing techniques and report writing available on request.

DATE	MODULE	SESSION LEADER
30th August	Orientation/Introduction <i>Registration at NUIG</i>	NUI Galway
6th September (09:00 am)	Module: Fundamentals of Marketing This topic introduces the fundamental concepts and principles of marketing, such as buyer behaviour, research methods and the various elements of the marketing mix. It will also touch on brand management and the role of competition in marketing.	Faculty members/content managed by the J.E. Cairnes School of Business and Economics at NUI Galway
20th September (09:00 am)	Module: Medtech Innovation Process <i>Market Research - Addressing the Unmet Clinical Need;</i> This topic will inform participants about the process of medtech market research, and the role of market and stakeholder analysis in the understanding and selection of unmet clinical needs for solution development and commercialisation in the sector.	Dolmen Group
27th September (09:00 am)	Module: Medtech Innovation Process <i>Medtech Innovation Process: An understanding of the medtech innovation cycle as it follows on from the market research phase will be examined.</i>	Dolmen Group
4th October (09:00 am)	Module: Medtech Innovation Process <i>Mechanisms of Disease & Understanding Clinical Trails Data; This topic will provide a broad overview of mechanisms of disease including anatomy and physiology, and areas that are of strategic importance for the med tech sector. This session will also provide an overview of clinical trails management and the role of clinical data in medtech marketing and sales.</i>	Faculty members /content managed by BioInnovate Ireland, NUI Galway
11th October (09:00 am)	Module: Medtech Innovation Process <i>Global Regulatory Process: A general overview of the EU regulations and standards, quality management systems and US FDA regulations and standards will be covered in this module.</i>	Deirdre Barrow, Founder, Independent RA
18th October (09:00 am)	Module: Principles of Selling Process <i>Medtech Sales Strategies: Medtech sales strategies in the B2B and B2C environment will be examined in this module, as will medtech selling tools & techniques.</i>	Ray Collis, Partner, The ASG Group
25th October (09:00 am)	Module: Principles of Selling Process <i>Med Tech Sales Forecasting: Medtech sales funnel and lead generation processes, in addition to medtech pricing & costing strategies will be explored in this session. The role of distributors in med tech sales and marketing will also be examined.</i>	Ray Collis, Partner, The ASG Group
01st November (09:00 am)	Module: Principles of Selling Process <i>Client Relationship Management (CRM): This topic will cover key account management. It will also provide an overview of the Code of Ethical Business Practice for the medtech sector.</i>	Ray Collis, Partner, The ASG Group

DATE	MODULE	SESSION LEADER
08th November (09.00 am)	Module: Principles of Selling Process <i>Communication Skills & Negotiation Skills: This topic will provide participants with the skills and tool necessary to negotiate and win sales in a business environment.</i>	Ray Collis, Partner, The ASG Group
15th November (09:00 am)	Module: Financial & Legal Issues in Marketing <i>This topic will cover accounting measures of performance management control systems, contract and sales of goods. This session will also cover legal issues in sales, marketing & international trade.</i>	Deirdre Ruddy, NUI Galway & Patrick McInerney, NUI Galway
22nd November (09:00 am)	Module: Financial & Legal Issues in Marketing <i>Reimbursement & HTA: Basic reimbursement across the EU and US will be explored, in addition to the role of economic data (health technology assessment in sales and marketing). Finally this session will cover medtech tendering.</i>	Faculty members /content managed by BiInnovate Ireland, NUI Galway
December - June	Project (In company)	Orla Higgins, NUI Galway

ACCREDITATION

This qualification is recognised on the National Framework of Qualifications (NFQ). Candidates who successfully complete the Diploma (Level 8) in Sales & Marketing Programme may be eligible to apply for, and gain exemptions from, other NFQ recognised programmes.

TIME COMMITMENT

Participants are expected to undertake 480 hours of learning over the 12 weeks of the programme. This includes attendance at class for the 12 teaching days, completion of exams, continuous assessment projects.

EXAMINATION PROCESS

Assessment will mainly consist of a mix of two hour exams and continuous assessment except in the case of two modules (Medtech Innovation Process and the Applied Sales & Marketing Project) which will be 100% continuous assessment. Exams will take place between Monday, 2nd December and Tuesday, 17th December. The three scheduled exams will fall within this time frame.

ABOUT THE PRESENTERS



Ray Collis, Partner, The ASG Group

Ray Collis will be teaching the Principles of Selling Process module on the Diploma (Sales & Marketing for Medical Technologies) programme. Ray is a partner in the sales consulting firm, The ASG Group, whose international client base includes IBM and ARUP.

Ray is co-author of a number of books and is recognised world-wide as a leader in the field of how big organisations buy (ES Research USA 2012). His research in this field can be seen at www.buyerinsights.com or Customer Think. Ray is one of the few Irish presenters as part of the international delivery panel for the International Selling Programme (run by Enterprise Ireland and DIT). With a B.Comm. and M.B.S. (Marketing) degree from NUI Galway, Ray has delivered successful export projects in the UK, US,

Russia and key European markets for private companies, the European Community and other bodies.

For over 20 years Ray has worked with a diverse portfolio of companies and brands, including having consulted to companies such as Smith + Nephew, Nilfisk, and Norsk Hydro. Ray was Sales Manager with the first company world-wide to sign a Revenue-Share Partnership deal with Telecoms giant BT Wholesale (The Gilbert Little backed 2PM Technologies). Working in partnership with BT he has managed a sales team selling to the UK's largest companies and institutions, including Alstrom, GlaxoSmithKline, South Staffordshire Plc., HP/Danone and HBOS. For several years Ray managed a consultancy company, Envision Marketing Consulting. It was a leading TMC (Target Market Consultancy) provider to the Irish Trade Board. Ray's research is published on Buyer Insights (a site he founded) and syndicated widely across the web and is read by more than 40,000 sales professionals each quarter.



Sean McNulty, CEO, Dolmen

Sean is a practical expert on how to transform businesses and organisation through the application of innovation management systems and the 'innovation thinking' approach.

Throughout his career Sean has demonstrated and delivered breakthrough new services and products for clients, ranging from large to small businesses and organisations all focused on identifying, verifying and validating unmet and unarticulated customer needs.

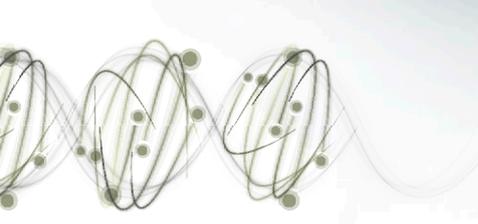
In 1991 Sean set up Dolmen who operated out of Dublin with a team of 10 innovation experts.

Current work involvement 2013:

- Key presenter and mentor on 5 start-up accelerator programmes.
- Collaboration with select industry experts to support second time start-up to obtain funding.
- Mentoring on three entrepreneurship programmes around increasing profitability and growth through designing better 'customer engagement' - delivering measurable outcomes in 5 months!
- PDMA certified Innovation Development Advisor
- Workgroup leader on CEN TS 389 'Innovation Thinking' as part of an Innovation Management System
- Past President Institute of Designers In Ireland

Specialties:

- Innovation programs to transform an organisation or company's culture and mind-sets
- Pioneering approach to doing things with visual and intuitive tools and processes
- Case study based learning approach



ABOUT THE PRESENTERS (CONTINUED)



Deirdre Barrow, Founder, Independent RA

Independent RA was founded by Deirdre Barrow in 2011. Deirdre has over 15 years extensive industrial experience primarily focused in the Regulatory Affairs field.

Deirdre's experience to date has ranged across the full set of Medical Device classification levels in all the major international markets, working with a wide variety of industry leaders and innovators, including Abbott Vascular, Medtronic and Biomedical Research. Deirdre has extensive experience working in the United States including four years as a Regulatory Affairs specialist with a CRO exclusively retained by the Division of AIDs (a sister body of the FDA). Deirdre has worked with BioInnovate Ireland on both the industry workshops and the Fellowship training programme. In addition, Deirdre works

as a freelance consultant with the Emergo Group.

Deirdre was awarded her primary degree from the University of Limerick, she has qualified for both US and EU RAPS Certification and also holds a number of graduate and higher diplomas from the University of Galway and Galway/ Mayo Institute of Technology along with a Masters Degree in Medical Technology Regulatory Affairs from Cranfield University (UK).



Orla Higgins, NUI Galway

Orla Higgins will supervise the Applied Sales & Marketing Project on the Financial & Legal Issues in Marketing Module to the Diploma (Sales & Marketing for Medical Technologies). Orla Higgins teaches with the Marketing Discipline at NUI Galway at both undergraduate and postgraduate level; subjects include Marketing Principles, Action Marketing, Services Marketing, Introduction to Business & Marketing Strategy, including experience of masters dissertation supervision. She holds a B. Comm., a Masters in Business Studies (Marketing) and, most recently an MA in Writing, all from NUI Galway and was nominated for the President's Award for Excellence in Teaching in 2012 & 2013. Orla has contributed to module design and development for various programmes in the

Discipline as well as writing support materials for a variety of marketing modules.

Orla also teaches on the Blended Learning program which allows her to explore new ways in which technology can engage students online to support their offline study. She uses innovative e-learning techniques such as learning journals, simulation games and blogs to get students to solve interactive tasks and topic-specific problem sets online which allow them to successfully apply marketing theory to practice. In addition to teaching, Orla works on a consultancy basis with services, arts and non-profit organisations in areas such as Strategic Planning, Economic Impact Studies and Marketing Communications.



Deirdre Ruddy, NUI Galway

Deirdre Ruddy will lecture on the Financial & Legal Issues in Marketing Module to the Diploma (Sales & Marketing for Medical Technologies). Deirdre Ruddy is a Commerce graduate of NUI Galway, a member of Chartered Accountants Ireland and holds a Diploma in Corporate Finance from that Institute.

Deirdre has over 15 years experience working in accountancy practice as a senior accountant with multinational software companies both in Ireland and on secondment in the US. She joined NUI Galway as a part-time Lecturer in Accountancy & Finance in 2006.

ABOUT THE PRESENTERS (CONTINUED)

Deirdre has taught Accounting & Finance subjects at both undergraduate and postgraduate level. Deirdre currently teaches Financial Accounting, Management Accounting and Business Finance on the Bachelor of Commerce Blended Learning degree programme and Accounting on the Business Foundation course. She has developed course materials for a number of the Accountancy & Finance modules on the blended learning programme and is closely involved with the development of new online methods of delivery for the programme.

Deirdre was nominated for an NUI Galway Teaching Award in 2012. She is also a Fellow of the Chartered Accountants Ireland.



Patrick McInerney, Lecturer in Law, NUI Galway

Patrick McInerney will lecture on the Financial & Legal Issues in Marketing Module to the Diploma (Sales & Marketing for Medical Technologies). Patrick McInerney graduated with an LL.B. in Law and European Studies from the University of Limerick in 2003.

Pat McInerney graduated with an LL.B in Law and European Studies from the University of Limerick in 2003. He successfully completed the New York State Bar Exam in July 2003 and was admitted as an Attorney and Counsellor at Law in the State of New York in January 2004. He was admitted to the Roll of Solicitors in Ireland in August 2004 and practised as a solicitor for a number of years, initially specialising in residential and commercial conveyancing/commercial law, before branching out into general practice and dealing with such diverse areas as criminal law, family law, commercial law, conveyancing and licensing. Pat left practice to take up a teaching position at the University of Limerick in September 2008, where he lectured in many varied areas of law including company law, land law, media law, legal practice and criminal law. In addition, he graduated with an LL.M (First Class Honours) in European and Comparative Law from the University of Limerick in January 2009. He joined the Law School at NUI, Galway in September 2010 as Lecturer in Law where he is currently lecturing in Company Law, Business Law and Advanced Business Law. Pat is also currently undertaking a PhD in criminal justice in University College Cork.

INFORMATION FOR JOB SEEKERS

Full cost of programme is supported by Life Sciences Skillnet • 12 Weeks - NUI Galway (described in brochure)
6 month company placement (organised by Life Sciences Skillnet)

Participant profile

Completing this level 8 Diploma is an intense and challenging experience and self-study will be involved. Medical Technology mentors will assist all participants to make the transition from their former role, through the study period and into the 26 week internship programme. The chance is there to shine. All age-profiles are welcome to take part.

Participants will need to have ideally a minimum educational standard of a Level 7 Degree in an engineering, science, business, arts, professional services, nursing etc. qualification or equivalent. Alternatively applications

from non-graduates who have demonstrated experience of over 6 years in sales and marketing function in other sectors may be considered. International students from non-English speaking countries must be fluent

in English, as demonstrated by an IELTS score of 6.5 or equivalent. As places on this programme are limited the evaluation for suitability will involve a combination of assessment, profiling and interviewing.

How will this affect my Social Welfare Entitlements?

During the entire programme candidates will be in a position to retain any social welfare entitlements they are entitled to. In addition, eligible candidates may receive an additional allowance of €50 per week on top of their social welfare entitlements, in accordance with the eligibility criteria set out under Job bridge - the National

Internship Programme.

<http://www.jobbridge.ie/InternEligible.aspx>

Closing date for applications 09 July 2013



IRISH MEDICAL DEVICES ASSOCIATION

Confederation House 84/86 Lower Baggot Street Dublin 2
PHONE + 353 (0)1 605 1500 FAX + 353 (0)1 638 1500
EMAIL info@imda.ie www.imda.ie

IMDA is a business sector within IBEC



www.ibec.ie

CORK

Knockree House
Douglas Road
Cork
PHONE + 353 (0)21 429 5511
EMAIL info@ibec.ie

SOUTH EAST

Confederation House
Waterford Business Park
Cork Road Waterford
PHONE + 353 (0)51 331 260
EMAIL southeast@ibec.ie

MID-WEST

Gardner House
Bank Place
Charlotte Quay Limerick
PHONE + 353 (0)61 410 411
EMAIL midwest@ibec.ie

WEST

Ross House
Victoria Place
Galway
PHONE + 353 (0)91 561 109
EMAIL galway@ibec.ie

NORTH WEST

3rd Floor Pier One
Quay Street
Donegal Town
PHONE + 353 (0)74 972 4280
EMAIL northwest@ibec.ie

IBEC EUROPE

Avenue de Cortenbergh, 89
Boite 2 1000 Bruxelles,
Belgium
PHONE + 32 (0)2 512 3333
EMAIL ibec.europe@ibec.ie
www.ibec.ie/europe