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HEALTH
TREATMENT
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SURVEY
RECIPE

5-Day Mini MBA for the Medical Devices Industry

5-Day Mini MBA for the Medical Devices Industry

Getting ready to move into a commercial or management position in the Medical Devices Industry?

Get all the business management skills you need to make the next step in your career!

Register to this 5-day medical devices training focused on hands-on and business-oriented learning. During the training, you will actively practice everything you learn to develop key business and management skills relevant for the Medical Devices Industry. The facilitators, former senior business people, will enrich your learning experience as they understand your challenges and will guide you to find effective solutions.

Your immediate takeaway:

- Get a general overview of strategy, people management, leadership, product development, upstream and downstream marketing, sales, finance and supply chain in the Medical Devices Industry
- Understand the particularities and business logic(s) of the MedTech industry
- Use your knowledge to analyse and make commercial decisions confidently

This MedTech training course combines proven-by-practice methods with new insights and ideas that will grow your commercial and business skills. You will gain a wider perspective of management in the MedTech Industry through breakout sessions, exercises, and case applications.

Who should attend?

If you are a manager in the MedTech or Diagnostic Sectors with 5-10 years of experience, typically having held positions in commercial, technical, scientific or clinical functions, this programme is right for you.

“Very interesting topics, international and multicultural environment. Very professional coach.”

Alessandro Foresio, Vice President, Logic S.p.A., Italy

How you will benefit

How will you benefit?

After participating in this programme, **you will grow your MedTech business skills & competencies and be able to:**

- Get into the challenges of leaders in the MedTech Industry
- Motivate your team to implement your strategy
- Think of the product life cycle in terms of competition and profit
- How to collect customer feedback to create 'Customer Value Propositions'
- Understand financial concepts to make financial decisions
- Have an overview of the supply chain process in the MedTech Industry
- Interlink all business aspects of MedTech companies for informed management decisions

During the programme you will:

- Network and learn with a diverse group of peers from different industries and countries in an international environment
- Develop a personal action plan to implement back at work
- Learn and practise new skills using real-business-world examples and exercises over 5 interactive days

Why participate in an MCE programme?

TOP PROGRAMME

Almost 400,000 participants have taken part in an MCE Open Training Programme.

PRACTICAL

Pragmatic approach to learning - learn today, apply tomorrow.

FACILITATORS

MCE's Faculty are experts in their field with extensive international corporate business experience.

INTERNATIONAL

Share international best practices and network with peers from across EMEA region.

RECOGNISED

MCE is the leading International Management Development provider in Europe, Middle East and Africa.

RECOMMENDED

95% of our clients would come back for another programme and recommend MCE.

What will you learn and practise?

The 5-Day Mini MBA for the Medical Devices Industry is a hands-on training programme, highly interactive with exercises and role plays. The programme will be led by an experienced facilitator with former management experience in international companies.

Module A: Strategy Implementation and Leadership

- Mission, vision, strategy, business plans and execution
- The Customer Value Proposition
- Building the "Strategy House" for strategy execution
- Being a Manager or a Leader?
- Corporate strategy implementation framework: Balanced Score Cards
- You as a leader: What is your style?
- Leading in a changing environment
- Innovation: Making Engineers work with Marketers

Module B: Building the Right Team and Leading People

- Team members (Profile) assessment and gaps
- Hiring the needed talents and developing your people
- Retaining and rewarding your key talents
- Managing remote teams

Module C: Product Development and Upstream Marketing

- What is innovation? What does the market need?
- Reconciling medical, commercial and/or with global and regional requirements
- Managing cost, benefit and reimbursement expectations
- Dealing with clinical and regulatory procedures (FDA, CE marking, GDPR, HIPAA, etc.)
- Managing cross functional teams in a matrix organization
- Choosing between the "Made Inside" vs. "Made Outside"
- Sustainable vs. disruptive innovation

Module D: Downstream Marketing and Sales

- Marketing in MedTech
- Customer relationship management and stakeholder mapping
- Mapping the competitive landscape
- Segmenting, targeting and positioning your product offerings
- Defining customer value propositions
- Incorporating "Market Access" into your commercial plans
- Sales models and procedures for investment goods (capital expenditure)
- The Challenger Model
- Direct vs. Indirect Channels: Pro's and Con's
- Forecasting

Module E: Financials

- Accounting and finance
- Financial statements
- Analytical tools for financial performance
- Investment and development project appraisals: Net Present Value (NPV)
- Product and service costing and pricing methods
- Budgeting as a management tool
- ROI and ROMI

Module F: Supply Chain and Logistics


- Manufacturing and supply chain challenges
- Align manufacturing and supply chain to corporate strategies
- Supply chain tools and measurements
- Quality control and service loops
- Principles of warehousing and logistics
- Measure supply chain operations
- Trends in healthcare's supply chain
- The LEAN journey

Module G: Case Study Presentations and Wrap-up

- Case study presentations
- Group discussions and facilitator coaching
- Personal action planning and your next steps
- Post-programme reading list

Booking details

 **Duration** 5 Days

 **Price** €3,950



ALSO AVAILABLE AS AN IN-COMPANY PROGRAMME

Register Now

 **+32 (0)2 543 21 20**

 **registration@mce.eu**

 **www.mce.eu**