



# Mini MBA for the Medical Devices Industry

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Get the key skills you need to move into a commercial or management position in the Medical Devices Industry.

## Highlights

- Focus on your strategy and strategy implementation by using the "Strategy House" model.
- Learn how to manage and control the product life cycle.
- Recruit, develop, coach and retain key members of your team.

## Key Competences

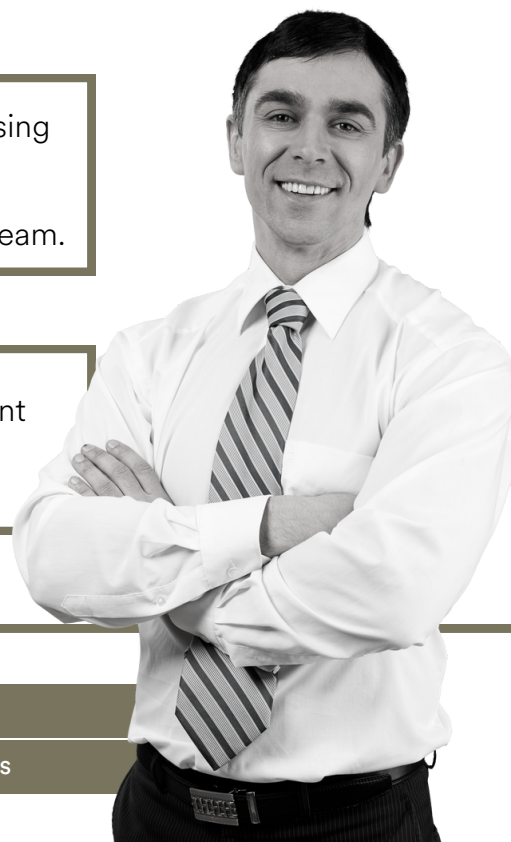
- Strategic leadership
- Managing people
- Marketing in MedTech
- Supply chain management
- Business finance skills
- Sales in MedTech

## The Right Programme for You

You are a manager in the MedTech industry with 5+ years experience in a commercial, technical, scientific or clinical function. You want to develop your skills and boost your career in MedTech.

Managers

New Managers



## Learn, Practice and Use

- **Understand** 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
- **Learn** how to collect customer feedback to create 'Customer Value Propositions'
- **Understand** financial concepts to make better financial decisions
- **Get** an overview of the supply chain process in the MedTech Industry
- **Learn** what upstream marketing means for MedTech
- **Build** your own "Strategy House" for strategy execution
- **Investigate** your style as a leader
- **Deal** with clinical and regulatory procedures (FDA, CE, GDPR, HIPAA etc.)
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**5 days**  
€4,295

### Live Online



**12 x 3-hour sessions**  
€4,295

### Available In-Company

The programme is available as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

# Programme Modules

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## 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
- Setting the appropriate Operating Mechanisms

2

## Building the Right Team and Leading People

- Team members (Profile) assessment and gaps
- Hiring the needed talents
- Developing your people
- Retaining your key talents and future Leaders
- Rewarding
- Managing remote teams

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## Product Development and Upstream Marketing

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

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## Downstream Marketing and Sales

- Marketing in MedTech
- Customer relationship management and stakeholder mapping
- Consolidating and clarifying customer insights and the customer journey
- Mapping the competitive landscape
- Segmenting, targeting and positioning your product offerings
- Box vs. Solutions
- Defining customer value propositions
- Incorporating “Market Access” into your commercial plans
- The new product launch process
- Sales organization and management
- Sales models and procedures for investment goods (capital expenditure)
- The Challenger Model
- Sales force incentive plans and training
- Metrics & Dashboard: Which ones and when/how to use them?
- Direct vs. Indirect Channels: Pro's and Con's
- Forecasting
- Win/Loss analysis

# Programme Modules

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## 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
- Financial planning and assumptions
- Budgeting as a management tool
- ROI and ROMI

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## 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

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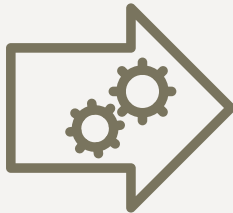
## Case Study Presentations and Wrap-up

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



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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Visit [mce.eu](http://mce.eu)

