MCE

READY-TO-RUN IN-COMPANY



Building a Patient-Centric Culture in Pharma & Biotech

PHARMA & BIOTECH

READY-TO-RUN

What is a **Ready-to-Run** programme?



MCE's Ready-to-Run programmes are standard MCE programmes delivered to one organization at a time. There are no public sessions or individual registrations.

01

Standard content

The programme is delivered as designed: the same six modules for every group.

02

Your team only

Only participants from your organization are in the room.

03

You choose the logistics

Dates, group and format: on your site, at a venue or online.

How does Ready-to-Run compare with other MCE formats?

	Open programme	Ready-to-Run	Custom programme
WHO ATTENDS	Individuals from different organizations	Your team only	Your team only
CONTENT	Standard	Standard	Designed for you
DATES & LOCATION	Scheduled public sessions	You choose	You choose
A GOOD FIT WHEN	You are developing one or a few people	You have more than three people to train	You need content designed for your organization

More than three people to train?

If you plan to send several people to an open programme, a Ready-to-Run programme for your team is a practical option to compare.

Request a quote >

Building a Patient-Centric Culture in Pharma & Biotech

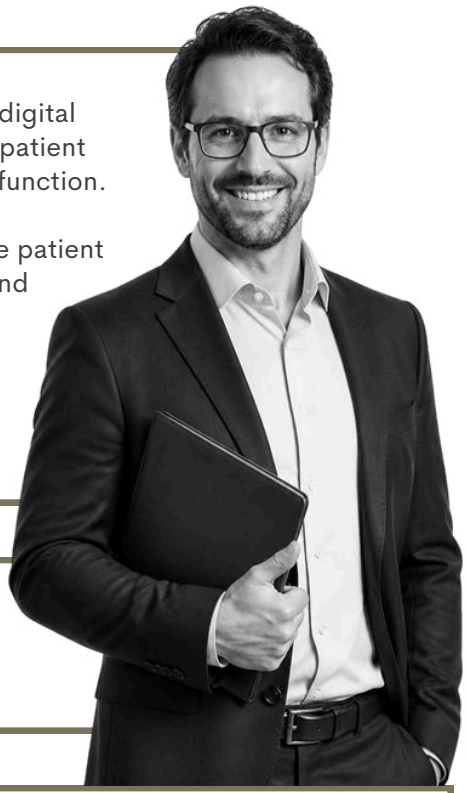
Make patient-centricity how your whole organization thinks and decides — not a slogan.

Why This Programme Matters to You

Patient-centricity is easy to say and hard to live. Support programmes and digital tools help, but real patient-centricity is a shared organizational mindset — patient needs, experiences and outcomes actually shaping decisions across every function.

That's a cultural and leadership shift, not a project. It means embedding the patient perspective into strategy, priorities and cross-functional collaboration — and doing it ethically, in a way stakeholders trust.

This programme helps your leaders and teams embed patient-centred thinking into how the organization works — strengthening trust, alignment, and the experiences and outcomes you create for patients.



Competences

- Patient-journey insight
- Patient-centred decisions
- Cross-functional alignment
- Ethical engagement
- Culture building

Who Is It For

You lead teams or functions that shape the patient experience, and you want patient-centricity to genuinely drive decisions rather than sit in an isolated support function.

Experienced Managers

Senior Managers & Directors

Learn, Practise and Use

- **Understand** the patient journey deeply enough to act on it.
- **Embed** patient perspectives into real decisions, not just messaging.
- **Drive** patient-centred innovation across functions.
- **Align** strategy and priorities around patient outcomes.
- **Engage** patients and advocates ethically and responsibly.
- **Get** functions collaborating around a shared patient focus.
- **Build** a genuine patient-centric culture, not a slogan.
- **Leave** with a plan to embed patient-centricity in your area.

PRACTICAL INFORMATION

DURATION
2 days

BUSINESS IMPACT

Strengthens patient trust, improves organizational alignment, and helps create more meaningful healthcare experiences and outcomes.

Click here for dates, locations and full programme outline

Programme Modules

1

What Patient-Centricity Really Means

Almost every pharma company says it is patient-centric, but few organizations behave that way every day. You look at what patient-centricity really means in practice, and how far your organization is from it today.

2

Seeing the Whole Patient Journey

Most functions only see one part of the patient's experience. You map the whole patient journey, from first symptoms to long-term treatment, and identify where your organization can make a real difference.

3

Embedding the Patient Voice in Decisions

Patient insight often arrives too late to influence decisions. You strengthen how patient perspectives are built into strategy, priorities and everyday decisions, from R&D to commercial.

4

Aligning Functions Around Patient Outcomes

When each function has its own goals, the patient can get lost. You work on aligning functions around shared patient outcomes, and on measures that reward that alignment.

5

Engaging Ethically and Building Trust

Patient engagement in pharma must be ethical, transparent and compliant. You work on building trust with patients and patient organizations, and on handling data and privacy responsibly.

6

Your Patient-Centric Culture Plan

You apply what you have learned to your own organization. You leave with a clear plan to make patient-centricity part of how your teams think and decide.



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:

+32 2 543 21 20

info@mce.eu

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