MCE

READY-TO-RUN IN-COMPANY



Designing Integrated Patient Engagement 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 seven 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 >

Designing Integrated Patient Engagement in Pharma & Biotech

Design patient engagement that connects education, support and digital into one experience.



Why This Programme Matters to You

Patients expect more: accessible, personalised, connected support across their whole journey. Meanwhile digital health, patient support programmes and stakeholder expectations keep evolving — and most organisations engage through disconnected initiatives that don't add up to an experience.
The opportunity is an integrated engagement model — education, support, communication and digital capability working together, across channels, to improve adherence and long-term outcomes.

This programme helps your teams design that model — coordinated, omnichannel patient engagement built on trust, privacy and measurable outcomes.

Competences

- Engagement strategy
- Digital patient support
- Omnichannel design
- Adherence & outcomes
- Trust & privacy

Who Is It For

You lead or shape patient engagement, patient support or digital health, and you want to replace disconnected activities with one integrated, measurable engagement model.

Experienced Managers

Senior Managers & Directors

Learn, Practice and Use

- **Design** an integrated patient engagement strategy.
- **Combine** education, support, communication and digital into one experience.
- **Use** digital health and patient support to improve adherence.
- **Map** the stakeholder ecosystem around the patient.
- **Build** omnichannel patient communication that stays connected.
- **Handle** data, privacy and trust responsibly.
- **Measure** patient experience and outcomes that matter.
- **Design** patient programmes that stay within regulatory and code boundaries.
- **Leave** with an integrated engagement model to build.

PRACTICAL INFORMATION

DURATION
3 days

BUSINESS IMPACT

Improves patient engagement, strengthens stakeholder trust, and helps organisations create more connected and effective healthcare support ecosystems.

Click here for the full programme outline

Programme Modules

1

Why Fragmented Engagement Fails Patients

Patients often meet a company through separate programmes, websites and services that don't connect. You look at how this creates a broken experience for the patient, and what changes when engagement is designed as one journey.

2

Designing an Integrated Engagement Model

Education, support, communication and digital tools usually belong to different teams. You work on an engagement model that brings them together around the patient's journey, with clear roles for each function.

3

Digital Health, Support and Adherence

Many therapies only work if patients stay on them. You explore how patient support programmes and digital health tools can improve adherence and keep patients engaged over months and years, not just at the start.

4

Omnichannel Communication That Connects

Patients move between doctors, nurses, pharmacists, apps and online communities. You develop communication that stays consistent and connected across these channels, so patients hear one clear message.

5

Trust, Privacy and Measuring What Matters

Patients will only share data and use your services if they trust you. You work on handling data and privacy responsibly, and on measuring the patient experience and outcomes that really matter.

6

Engaging Patients Within the Rules

The rules on communicating with patients about prescription medicines are strict. You work out where patient support ends and promotion begins, how to work openly with patient organizations, and how to design programmes that medical, legal and compliance will approve.

7

Your Patient Engagement Blueprint

You apply what you have learned to a real patient population or therapy area. You leave with a clear blueprint: the journey, the services and channels, and the measures that will show it works.



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

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