MCE



Commercial Excellence in Pharma & Biotech

PHARMA & BIOTECH

Commercial Excellence in Pharma & Biotech

Win in healthcare ecosystems where scale no longer sells — through customer-centric, digitally enabled engagement.

Why This Programme Matters to You

The commercial model you grew up with — broad physician coverage, product promotion, big field forces — is fading fast. Healthcare professionals now engage across a dozen channels and expect relevance and evidence, not messaging. Payers want proof of value; patients want transparency and support through their whole journey.
Winning now means engaging complex ecosystems — personalized, digital, data-driven — without losing the scientific credibility and trust that still decide relationships in a regulated industry. And launches have never been harder, or more dependent on every function pulling together.

This programme sharpens how you build commercial excellence for that world: customer-centric strategy, omnichannel engagement, and the cross-functional alignment that turns a strong product into a well-launched, well-adopted one.



Competences

- Customer-centric strategy
- Omnichannel engagement
- Stakeholder influence
- Data-driven marketing
- Commercial leadership

Who Is It For

You work in or lead commercial, marketing or customer engagement in pharma, and you're accountable for growth in a market where old-model selling no longer works. You want to build a more strategic, customer-centric, digitally capable commercial approach.

Experienced Managers

Senior Managers & Directors

Learn, Practise and Use

- **See** why scale-based promotion is losing ground and what's replacing it.
- **Put** the customer at the centre — understanding stakeholder needs, patient pathways and journeys.
- **Design** omnichannel engagement that blends human and digital without losing trust.
- **Turn** data and AI insight into sharper, more personalized engagement.
- **Keep** scientific credibility and compliance intact while moving faster.
- **Lead** launch excellence through cross-functional alignment.
- **Measure** engagement in ways that actually reflect value.
- **Leave** with a commercial excellence plan you can act on.

PRACTICAL INFORMATION

DURATION
3 days

BUSINESS IMPACT

Strengthens stakeholder engagement, improves customer experience, and helps commercial teams create sustainable competitive advantage through more relevant, value-focused, digitally enabled interactions.

Click here for dates, locations and full programme outline

Programme Modules

1

Why the Old Commercial Model No Longer Works

You look hard at the shift from broad promotion and sales-force scale to customer-centric engagement ecosystems — and what HCPs, payers and patients now expect from you.

2

Putting the Customer at the Centre

You work on understanding stakeholder needs, patient pathways and customer journeys, and embedding customer-centricity into commercial strategy and daily execution.

3

Winning Across Every Channel

HCPs engage everywhere at once. You develop omnichannel engagement that blends human expertise and digital channels into one connected, personalized experience — without losing scientific credibility or compliance.

4

Turning Data and AI into Sharper Engagement

You work on using analytics and AI-driven insight to understand engagement preferences, personalize interactions, and make better commercial decisions across the ecosystem.

5

Launch Excellence Through Cross-Functional Alignment

Launches are harder and more interdependent than ever. You work on aligning commercial, medical, market access, regulatory and digital around one coherent market strategy.

6

Your Commercial Excellence Action Plan

You leave with a concrete plan: the customer-centric shifts to make, the channels to integrate, and the cross-functional alignment to get there.



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

Visit mce.eu