

Pharmaceutical Industry

(Non-Manufacturing)

Career Opportunities & Development

Career in the Pharmaceutical Industry

Pharmaceutical Industry is one of the most robust and technological driven industries. The healthcare demand with regards to the need to prevent and cure diseases are growing with increasing aging population and lifestyle changes.

The Industry plays a key role in developing innovative medicines through Clinical Research and rapid adoption of new sciences. To meet these demand in research, education, providing information and knowledge to the healthcare professionals/patients there are emergent of new career roles besides traditional ones to meet these needs.

The following slides provide insights to these demands and what are the career roles, development and opportunities for those seeking to develop their career in this Industry.

Why join the Industry?

- **It is an exhilarating experience where you can learn a multitude aspects of business management**
- **Focusing on self development, people development**
- **Opportunity to work with many people at different groups, levels and diversity**
- **Strong focus on community work i.e. corporate responsibilities**
- **Versatile career path development and support if designated a talent**
- **Fairly good rewards and remuneration**
- **High level of marketability and visibility**
- **Ample training provided**
- **Focus on stewardship & business ethics**
- **New opportunities and changing roles**

1. Evolving Market, Demand & Changing Roles

2. Career Opportunities & Development

3. Summary

1. Evolving Market, Demand & Changing Roles

Market Rapidly Evolving & Demanding Needs

- **National Health Care Financing**
- **Cost containment**
- **Consumerism**
- **Emergence of lifestyle drugs**
- **Disease management**
- **Biologics & new therapies**
- **Highly competitive market**
- **Mergers & Acquisitions (M&A)**
- **Emerging markets**
- **Talent**
- **Generics & Biosimilars**
- **Patent challenges**
- **Safety/Pharmacovigilance**
- **Corporate Responsibilities**
- **IT & Technology**
- **Health Economics**
- **Policy and External affairs**
- **Consumer marketing**
- **Disease awareness & Education**
- **Science based marketing**
- **Operational excellence, business improvement**
- **Business development**
- **Knowledge transfer**
- **Intellectual Property (IP) expertise**
- **New Product Planning**
- **Compliance & Business Ethics**
- **Social Networking /Community of Practice**
- **M Health (Mobile Health)**

Changing Roles and Market Demand

⇒ Policy Influence

⇒ Healthscience
Education

⇒ Compliance & Ethics

⇒ Safety
(Pharmacovigilance)

⇒ Clinical Research

⇒ Medical Affairs

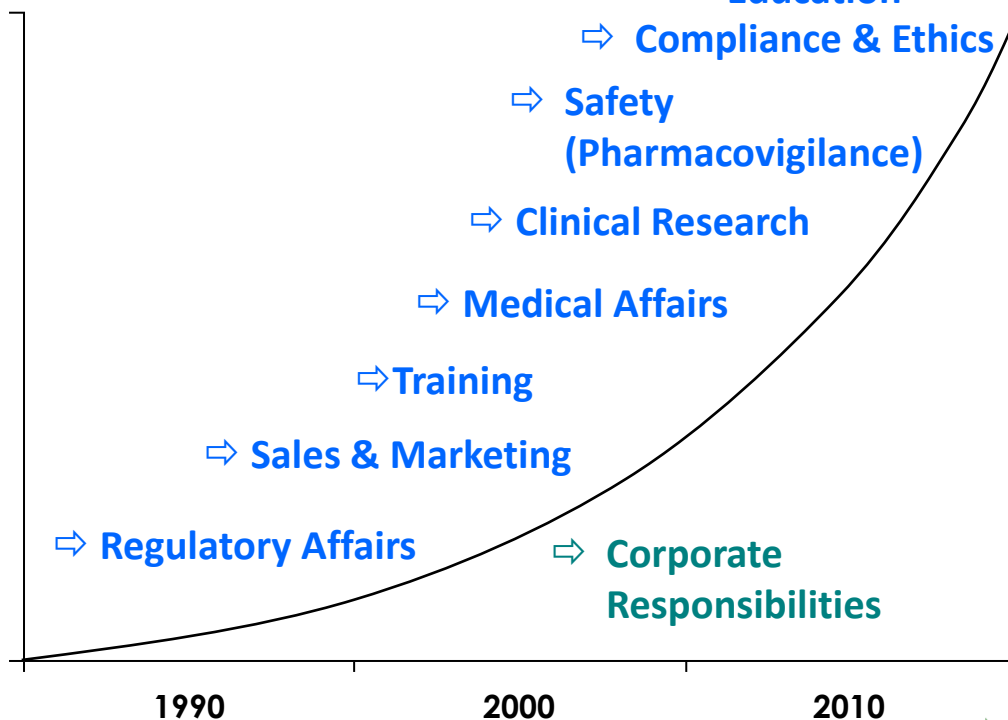
⇒ Training

⇒ Sales & Marketing

⇒ Regulatory Affairs

⇒ Corporate
Responsibilities

**Roles &
Development**



Environment

- | | |
|---------------------|--------------------------|
| ⇒ Private Hospitals | ⇒ Intellectual Property |
| ⇒ Community Pharm | ⇒ Industry Consolidation |
| ⇒ OTCs | ⇒ Bio-tech, Biologics |
| ⇒ Managed Care | ⇒ Cost Containment |
| ⇒ Internet | ⇒ Ethics |
| ⇒ e-commerce | ⇒ Business Development |

New Product Launches

- *Regional Directors*
- *Managing Director*
- *Business / Marketing Director*
- *Product Manager*
- *Business Manager*
- *Policy/Market Access*
- *Medical Affairs Associate / Manager*
- *Disease Management*
- *Medical Science Liaison*
- *Regulatory Associate / Manager*
- *Safety (Pharmacovigilance) Officer*
- *Clinical Research Associate / Manager*
- *Compliance/Ethics Officer*
- *Training Manager*
- *National Sales Manager*
- *Sales Manager*
- *Sales Area Manager*
- *Sales Representative*

Organization & Various Divisions

Manufacturing Division



Research Laboratories



Human Health Division



Sales & Marketing

Partnerships



Ethical Medicine



Vaccines

Consumer Healthcare

Diagnostics

Medical Devices

Nutritionals & Supplements

Generics

Animal Health



Our Relationship in Healthcare

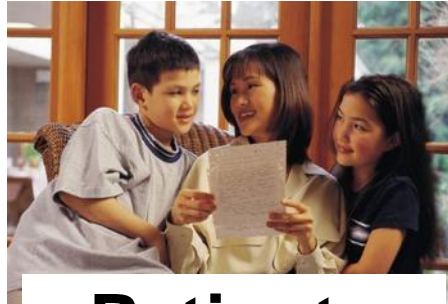
A partner in healthcare management as a credible resource centre of information and disease prevention & management.



Healthcare Professionals

A partner in continuous medical / pharmacy education (CME / CPE) & disease management

- Education Sponsorships
- Medical / Pharmacy conferences
- Medical Information



Patients

- Patient Education Campaigns
- Disease Awareness Info Literature
- Corporate Social Responsibility Programs



Company

Cultivate a talent pool of employees with the skills & knowledge that can anticipate & meet business challenges & opportunities

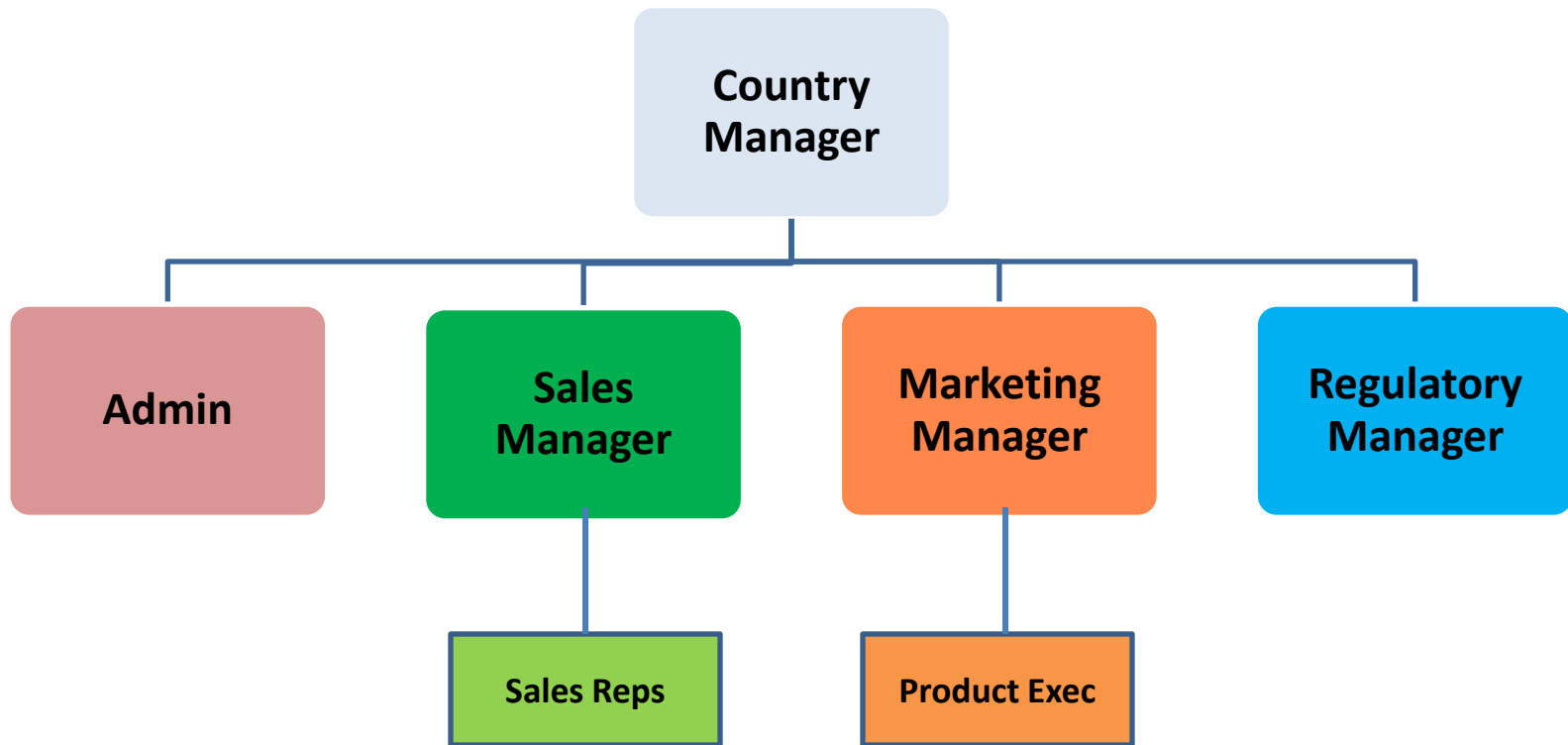


Healthcare Industry

Preferred health partner – provider of evidence-based medicine, R&D, disease management & prevention therapy

- Innovative Medicine / First in Class
- Clinical Research – Phase I-IV

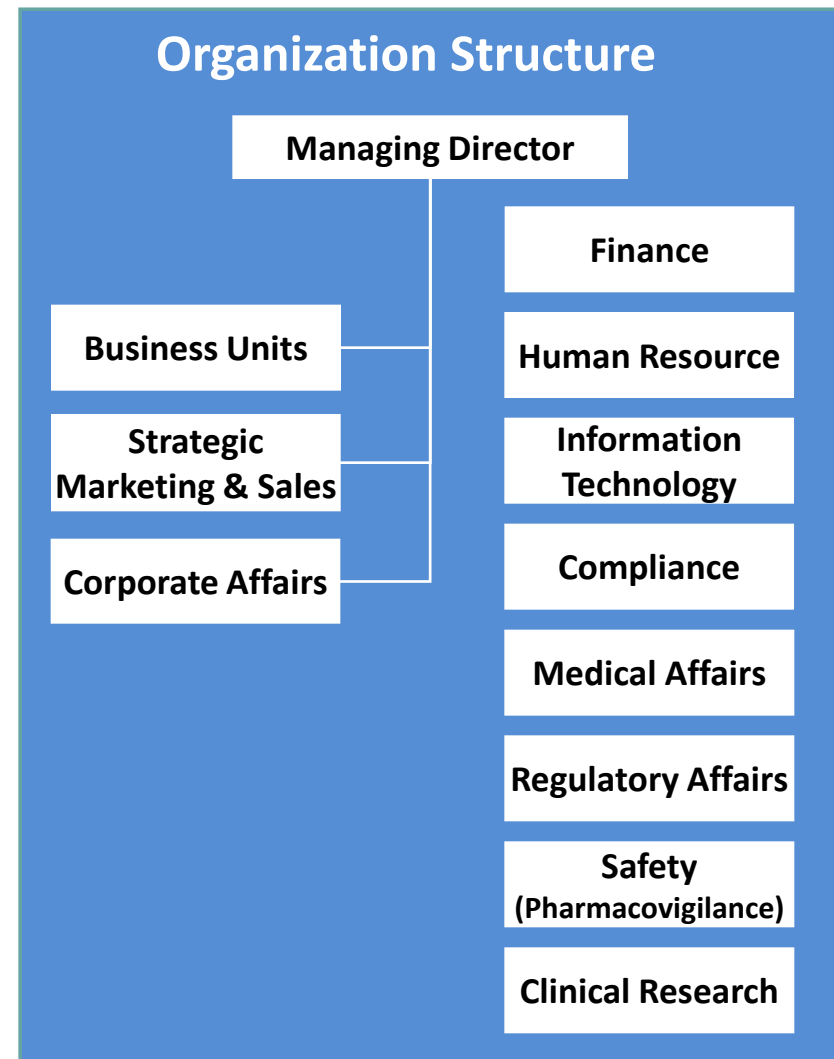
Small & Medium Size Organization Structure



Pharmaceutical Organization – Organizational Structure

Example of a Leading MNC

- ***Corporate Functions***
 - Finance & Accounting
 - Human Resource (HR)
 - Information Technology
 - Corporate Affairs
 - Corporate Compliance
- ***Sales & Marketing***
 - Sales and marketing (Business Unit)
 - Business development & partnerships
 - Marketing & sales effectiveness
 - Sales training
 - Market research
- ***Industry Specific Functions***
 - Regulatory affairs
 - Safety (Pharmacovigilance)
 - Clinical research
 - Policy, Market Access
 - Medical affairs



2. Career Opportunities & Development

1. Sales

The Sales Team is the lifeline of our organization. importance in getting the right people and provide the necessary training for them to excel in their jobs. Sales staff is responsible for initiating product discussion with General Practitioners, pharmacists, specialists in both the private and government healthcare agencies.

Examples of Sales Representatives

- *Sales Representatives*
- *Medical Representatives*
- *Product Specialists*
- *Channel Representatives*
- *Trade Representatives*
- *Specialty Representatives e.g. Oncology*
- *Hospitals Sales Representatives*

Managerial roles

- *Sales Supervisor*
- *Area Managers*
- *Sales Managers*
- *National Sales Managers*
- *Sales Director*

In order to excel in the job, you will need tenacity and stamina to take on the challenges of a fast-track career.

Success Factors:

- Degree in any discipline, experience is not mandatory
- Self-starter and have an interest in pharmaceutical sales
- Good communication skills
- Strong interpersonal skills
- Results oriented

2. Marketing

Marketing creates the face and voice of the company. Marketing team must have a complete understanding of company's philosophies, as well as a flair for strategy and creativity. They work to enhance company's overall reputation and image, as well as that of the individual brands and products.

Marketing staff are responsible for successfully positioning their products in the highly competitive and regulated pharmaceutical marketplace, with a focus on "evidence-based medicine", managing human health and not just products.

They will be responsible for designing and implementing marketing and promotional strategies for new and existing medicines. They will need to create tools to support their sales force, as well as provide health care programs to educate their customers and consumers.

Positions

- *Product Executive / Manager*
- *Marketing Executive*
- *Sales Force Effectiveness*
- *Training Executives / Managers*
- *Market Research Executives*

Managers

- *Marketing Manager*
- *Marketing and Sales Effectiveness Manager*
- *Marketing Director*
- *Franchise Managers*
- *Business Manager*
- *Business Unit Director*

Success Factors:

- Degree in Science/Pharmacy from a recognized university
- Excellent quantitative and analytical problem-solving skills
- Strong, demonstrated leadership experience, preferably from the pharmaceutical industry
- Excellent interpersonal and communication skills
- Ability to work well in a team environment
- Outstanding organizational skills

3. Clinical Research

Clinical Research Team is responsible for planning and executing clinical trials in designated trial centers throughout Malaysia. The data collected is important in helping the company define safety, tolerability and efficacy of our products which is necessary in helping to obtain the license to market new drugs in the country.

A major portion of Clinical Research work has been outsourced to Clinical Research Organizations (CRO) e.g. IQVIA, Praxel, Covance etc.

Positions & Advancement

- *Clinical Research Coordinator*
- *Clinical Research Nurse*
- *Clinical Research Manager*
- *Regional Clinical Research , Director, VP*

Success Factors:

- Degree in Science/Pharmacy
- Pharmaceutical experiences - preferably in clinical research, would be advantageous
- Excellent communication and strong interpersonal skills

4. Regulatory Affairs & Pharmacovigilance (Safety)

Before products are to be promoted and sold to the customers, we need to comply with our local laws in registering the medicine with the Ministry of Health. The primary function of the Regulatory Affairs team is to achieve regulatory approval for medicines in the fastest possible time. This involves a complex integration of clinical research data and knowledge of regulatory processes in the company and in the country.

The Regulatory Affairs team are to ensure that the organization complies with the government regulations and make timely submission in the registration of our new and existing medications. There are a substantial work to maintain and update files as per requirement from the Drug Regulatory Agency including new indications, package and label changes.

The Pharmacovigilant manager is charge to comply and manage company and agency requirement to monitor, report and track on all reported adverse reactions from patients via the Healthcare Professionals on medicines consumed.

Positions

- *Regulatory Executive*
- *Regulatory Manager*
- *Pharmacovigilance (Safety) Manager*

Success Factors:

- Degree in Pharmacy and Pharmaceutical Science
- Good problem solving and decision-making skills
- Excellent communication skills

5. Medical Services & Medical Science Liaison (MSL)

The Medical Services team provides timely, focused medical and scientific expertise to customers, both internal and external, through medical/product information and educational services. MSL focuses more on interaction discussion with Healthcare Professionals on designated diseases or product updates.

They are responsible in ensuring the accuracy of medical and product information that is channeled through either product leaflets or education seminars and provide analyses of the medical literature to support scientific basis for the company's informational and educational activities. They also ensure that their activities comply with legal and regulatory standards via medical legal review.

Positions

- *Medical Affairs Executive / Manager*
- *Medical Science Liaison*
- *Health Science Associate*
- *Medical Advisor*

Manager

- *Medical Manager*
- *Medical Director*

Success Factors:

- Medical and Pharmacy degree from a recognized university
- Some previous pharmaceutical experience would be most advantageous
- Good problem solving and decision-making skills
- Excellent communication and strong analytical skills

6. Business Ethics or Compliance

There is a growing need for companies to adhere strictly to both internal, industry and legislated ethical codes. This is done through mandated internal communications, training, implementation and tracking of all company's activities which needs to be complying to the codes.

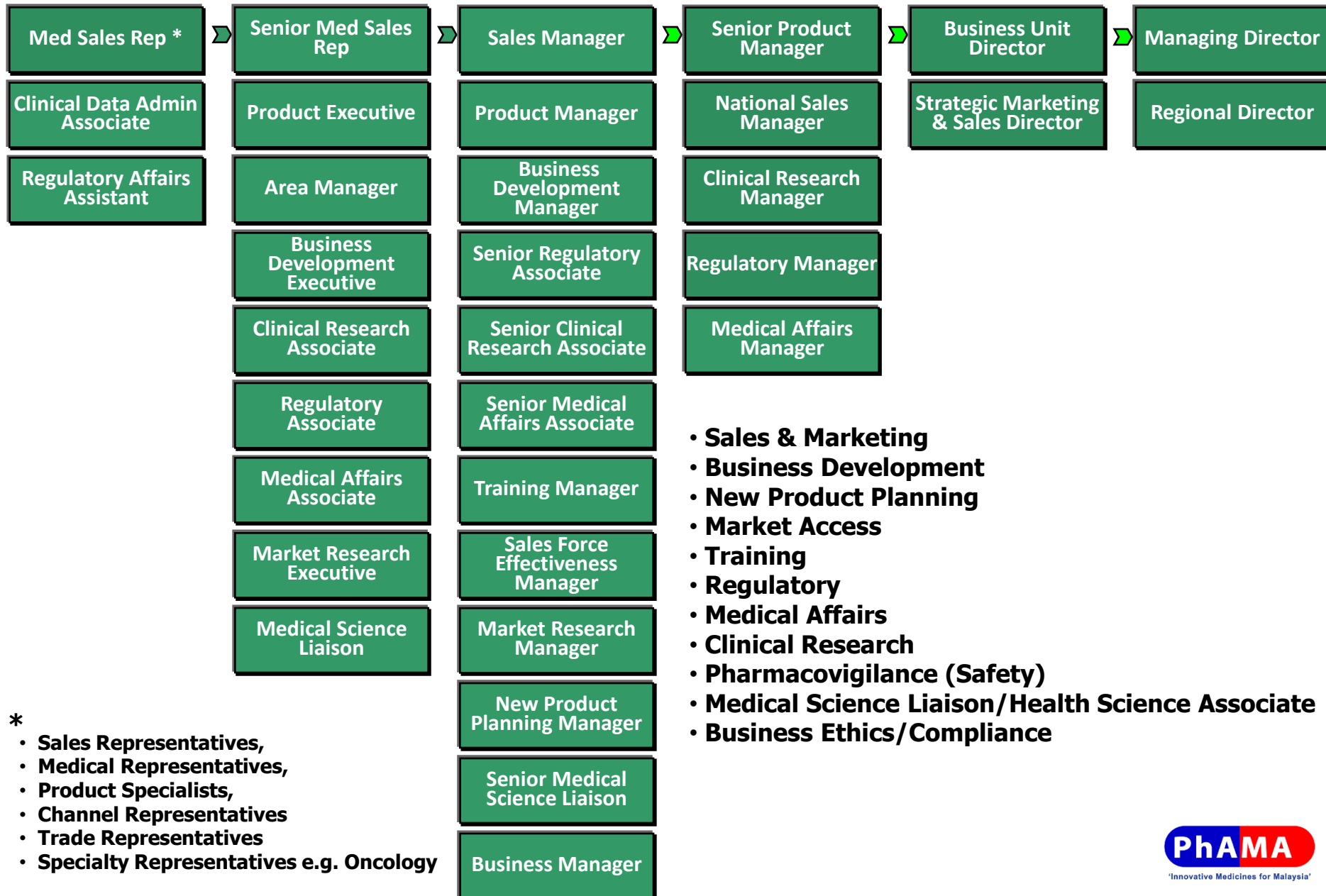
Positions

- *Compliance Manager*
- *Business Ethics Manager*

Success Factors:

- Degree in Health Sciences, Legal
- Good problem solving and decision-making skills
- Excellent communication skills

Positions & Diverse Roles (depends on the size of the organization)



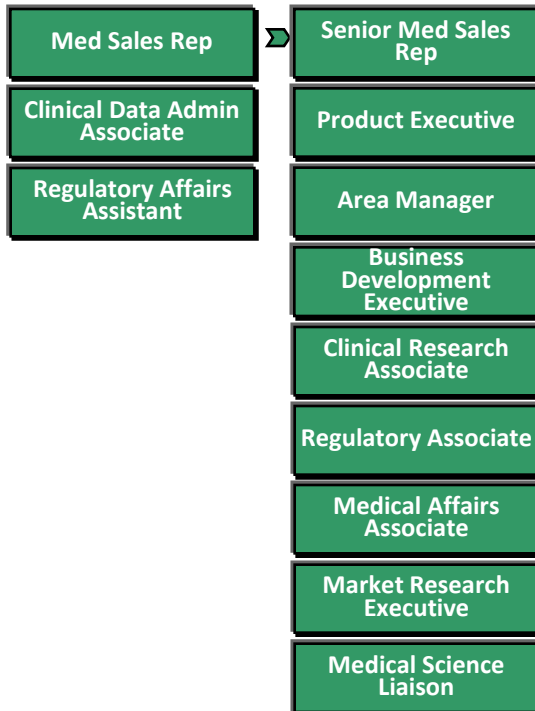
Specialists



Generalists

Executives

- Technical
- Specialist
- Customer focus



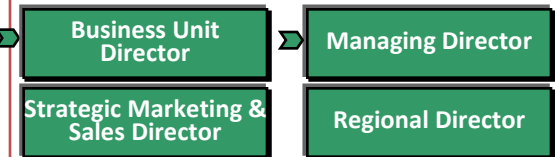
Middle Managers

- Leaders
- People managers
- Specialist



Directors

- Leaders
- Profit & Loss



Challenges, Changing Demand & Role Development

Challenges	Changing Demand	Role Development
New products & therapeutic areas	Medical marketing integration	New product planning
Evidence-based medicine	Evidence-based marketing	Market research, Product management
Continuing education	Activity-based learning, e - learning, Training	Professional event co-ord., e-Biz, Training Medical advisers
Highly competitive market	Business development	Franchise/ Business units
Consolidation	Organisation development, Business leaders	Change leaders
Limited resources	ROI, Effectiveness, Paradigm shift	Business finance leaders
Business Ethics	Good governance in Medicine	Compliance officers
Growth	New Business and partnerships	Business Development

Core and Functional Competencies

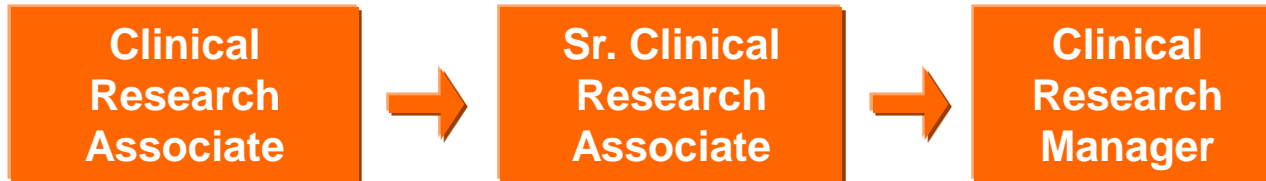
Core Competencies	Functional Competencies (Examples)
Strategic Focus	1. Clinical Research
Result Orientation	- Knowledge and Expertise in Drug Development
Commercial Acumen (Entrepreneurship)	- Product and Disease Knowledge
Customer Focus	- Knowledge, Interpretation and Use of Regulations, Policies and Procedures
Problem Solving	2. Sales / Marketing
Planning & Project Management.	- Sales/Marketing Expertise & Relationship Management
Interpersonal Effectiveness	- Sales/Marketing Planning
Team Working & Collaboration	- Sales/Marketing Implementation and Tracking
Communication	
Leading & Developing People	
Openness to Change	
IT Savvy	
Execution	

Sales & Marketing



Career Pathways

Clinical Research



Regulatory Affairs



Medical Affairs





Working with People



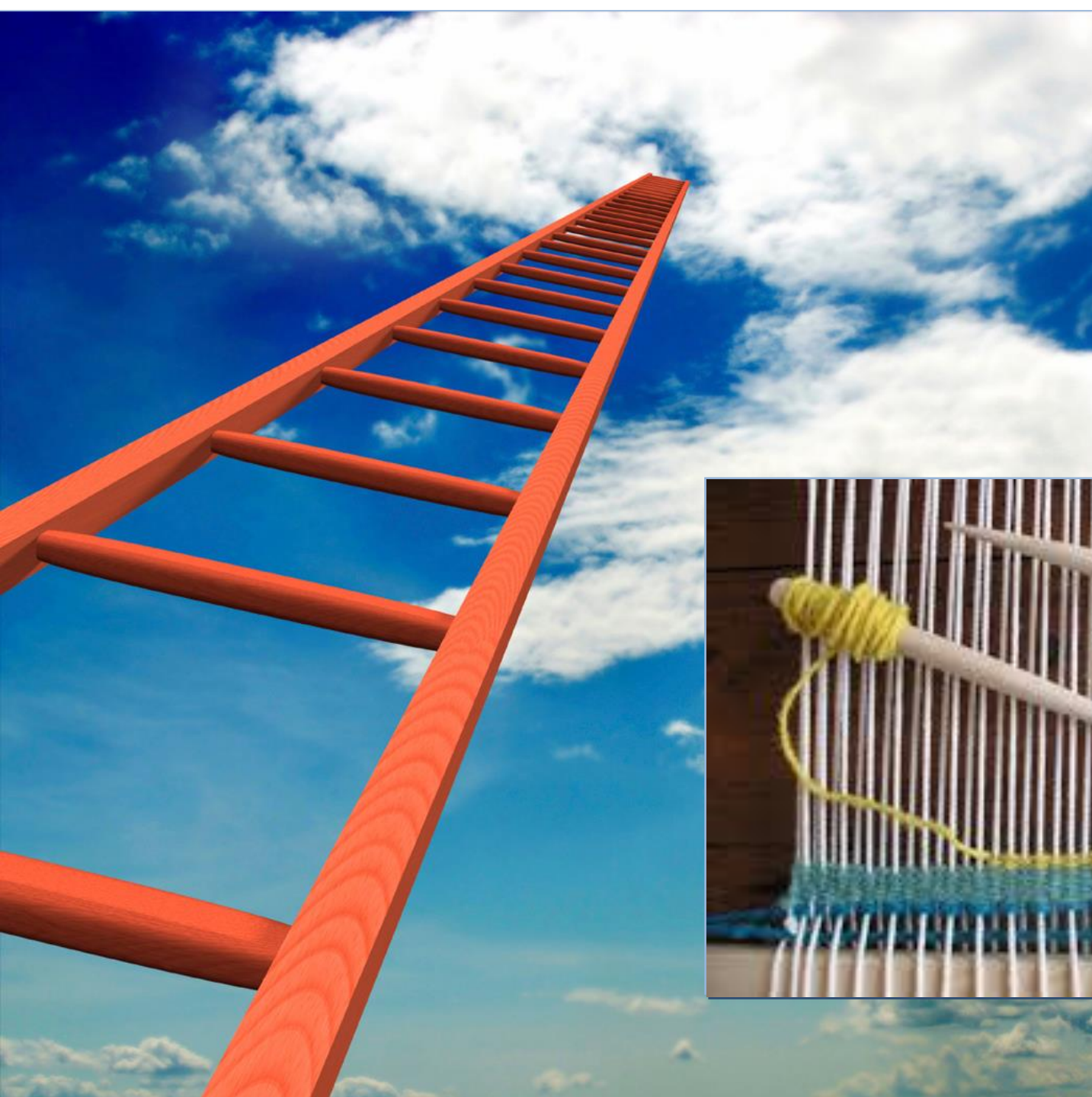
**Multiple Opportunities
Research & Development**

Pharmaceutical Industry



Access to Medicines





A corporate learning journey

- an enriching experiential learning and rewarding development

- Launching new products
- Launching a new class of product
- Handling product recall
- Change management
- Business improvement
- Strategic planning
- Scenario planning
- Operational excellence
- Organization configuration
- Project management
- Sales management
- Effective execution
- Organization development
- Merger & Consolidation
- Communications
- Marketing and sales excellence
- Business research excellence
- Influence and shape policy
- Crisis management
- ...

- Internal training
- External training
- Attachments
- Universities, Harvard Programs
- Business Schools
- Degree and Masters support programs
- Job assignments overseas
- Scientific and medical conferences
- ...

Competencies Development

Strategic focus

Result orientation

Commercial acumen

Customer focus

Problem solving

Planning & project mgmt

Interpersonal effectiveness

Teamwork & collaboration

Communication

Leading & developing people

Openness to change

Summary

Health care environment is evolving rapidly

Pharmaceutical Industry career has many diverse and versatile roles

Identify and set a career path

Learn and Develop yourself

- develop management skills
- develop leadership skills
- develop people management skills
- develop communication skills
- learn and develop entrepreneurship skills
- proactively creating a professional and ethical environment
- identify and work with a good mentor

Positions in the career pathway has role in supporting and shaping the health care environment

Thank You