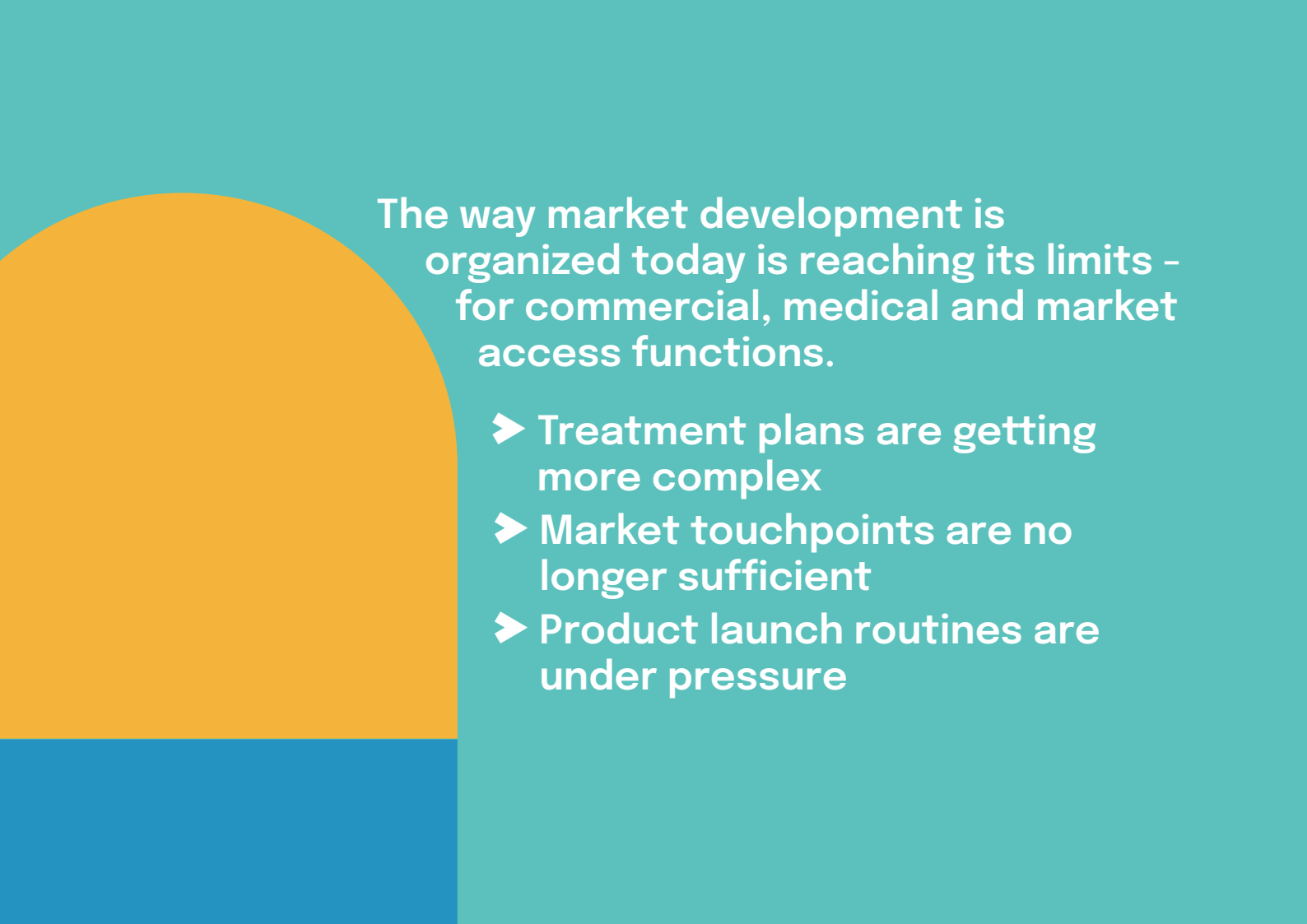


➤ Community ➤ Insights ➤ Exchange

Re:organize for markets in Life Sciences

how to design your organization for
ever-changing ecosystems



The way market development is organized today is reaching its limits - for commercial, medical and market access functions.

- Treatment plans are getting more complex
- Market touchpoints are no longer sufficient
- Product launch routines are under pressure



There is a disconnect between the needs of healthcare providers and how pharmaceutical companies are organized to respond.

Let's look at the organizational levers that can be moved to help go-to-market strategies succeed.

What insights will we share?

- A comprehensive understanding of the relationship between market ecosystems and organizations
- A precise analysis of how market logic interacts with organizational design
- Recommendations for action on how to align one's interests in the marketplace
- A look at what prototypes in organizational design boost your go-to-market strategy



What questions will we explore?

- What are the consequences of (ever) changing go-to-market strategies for organizations?
- How does the organization serve the need for individual approaches to market stakeholders?
- What does customer centricity mean for the internal division of labor?
- What opportunities for change exist within already established structures?
- What discourse among stakeholders is needed to put ideas into practice?
- How does the organization set the focus for all functions to have an integrated strategy?

March 17, 2022

3-6 pm, remote

Price: 450,- € + VAT

Further information and registration at:
www.metaplan.com/reorganize-markets

