

The Hebrew University of Jerusalem

Syllabus

Biomed Marketing - 55755

Last update 01-05-2024

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: English

Campus: E. Safra

Course/Module Coordinator: Daphna Arbel

Coordinator Email: daphna.arbel@mail.huji.ac.il

Coordinator Office Hours: By appointment 0548885377

Teaching Staff:

Ms. daphna arbel

Course/Module description:

Course participants will develop an understanding and practice tools for analyzing and developing a marketing or product/ company plan in the health market. Meetings will include the theoretical and practical exercises of the essential marketing tools adapted for the health market and an understanding of the principles of the IL health system structure, pricing, and reimbursement. Considerations in developing a forecast and developing an activity plan. We will focus on market definition, understanding, and analysis suitable for a product/ company in the health market, in the principles of the structure of the Israeli health system, and their influence on the marketing plan. We will discuss the key parameters to consider when developing a forecast and the effect of the specific health system structure. We will learn about pricing methods, risk-sharing agreements, and other agreements with payers. We will discuss key activities in different stages of the product life cycle.

Course/Module aims:

To provide students with tools to operate in marketing and business management in the bio-medical market.

Learning outcomes - On successful completion of this module, students should be able to:

Course participants will:

1. Learn and practice key tools for market understanding and analysis for the development of a marketing plan
2. Will be able to describe the structure and components of the product marketing plan and will experience the development of different parts of it.
3. Learn about the basic structure of the Israeli health system from the marketing manager's perspective and the mechanisms and considerations for pricing, reimbursement, and other payer agreements.
4. Understand the components of forecast development for a product in the health market
5. Know the different internal and external customers of the marketing manager.
6. Learn how to build an activity plan for a product in the health market related to the different lifecycle stages of the product

Attendance requirements(%):

80% presence in class n mandatory 100% in student presentation meetings
Exercise meetings in class - 70% mandatory

Teaching arrangement and method of instruction: Frontal and zoom lectures, exercises, and student presentations. During the course, students will be divided into groups of 2-3 and will work on the exercise at home and in the class based on investor presentations of pre-selected companies. In the final meeting, students will present the exercise in front of the class.

Course/Module Content:

Meeting 1 - Market analysis tools and development of a marketing plan in the healthcare industry - Terms, tools and components such as product life cycle, TPP, market definition, customer journey (HCP, patient, payer), customer flow, segmentation and targeting, positioning, differentiation and competition.

Meeting 2 - Market analysis tools and development of a marketing plan in the healthcare industry - Terms, tools and components such as product life cycle, TPP, market definition, customer journey (HCP, patient, payer), customer flow, segmentation and targeting, positioning, differentiation and competition.

Meeting 3 - Exercise in class and following work at home - market analysis, patient journey.

Meeting 4 - Israeli health system structure from a business perspective - key players, national health law, MoH and the sick funds roles, pricing and reimbursement. Principles of pricing in pharma and Medtech - pricing methods such as IRP and indication-based pricing, HTA and risk sharing models

Meeting 5 - The entrepreneur point of view in the health market - guest lecture

Meeting 6 - Forecast development for a product in the Health-Tech industry, key parameters to consider, implications of the health system structure on the forecast

Meeting 7 - Presentation of part 1 of the exercise by the student groups

Meeting 8 - Development of an activity plan associated with the marketing goals. Discussing the different main activities, depending on product life cycle stage, company goals, and market situation. Defining success criteria and measuring it

Meeting 9 - Digital marketing in the health market - tools and strategies for digital marketing in the health market, target audiences, and success measures. Guest speaker

Meeting 10 - Summary lecture - Development of a marketing plan in the Health-Tech market - from A to Z

Meeting 11 - Presentation of the course exercise by the students' groups

Required Reading:

will be communicated in the 1st meeting

Additional Reading Material:

- 1. Bin Nun: The Health System in Israel;; 3rd edition, Am Oved, 2020*
- 2. A note on market definition, Segmentation and targeting; Harvard Business*

School

3. *The Israeli health system in OECD perspective for 2022, MoH*

4. *Moderna: In search of a competitive edge in the Covid-19 vaccine race; IVEY publishing; Harvard business school*

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 50 %

Active Participation / Team Assignment 20 %

Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 30 %

Additional information:

An updated syllabus will be posted on <http://moodle2.cs.huji.ac.il> before the start of each semester in which the course is given. The details of the "moodle" version should be considered the most up-to-date ones.