



## Introduction to the Healthcare Industry

This module forms part of the PLG MSc course in Pharmaceutical Business Development and Licensing. It can be studied on its own for a module credit or as part of a Certificate, Diploma or MSc.

It will provide students with an overview of the structure and function of the Healthcare industry with an emphasis on the role and relevance of business development. The module comprises eight separate units (see overleaf) and is supported by a 2 day workshop which provides the direct contact time for this module.

### Course requirements

Entry requirements for this course are an appropriate degree or relevant industrial experience of not less than three years. So for example, this may be a first degree e.g. a Bachelor of Arts or a Bachelor of Science degree. Alternatively, if you have been working within a business development environment for a minimum of three years then this would be relevant.

It is possible that potential students may have studied similar modules as part of an MA course. The modules which form this MSc course are specific to business development and licensing, therefore are likely to differ in content and focus to those studies within an MA course.

### Costs

The basic cost of each module is £1,235 therefore the entire MSc. course [eight modules plus a 600 hour project] will cost £11,735 to complete. Travel or accommodation costs associated with attending lectures and tutorials which form the 10 hours of direct contact time for each module are not included in these fees.

### Timings

It is anticipated that each module comprising interviewing, distance learning, private study and direct contact time will take not less than four months to complete. Assuming there are no other commitments, it might therefore be possible to complete the MSc. over a three year period.

Modules 1 (Industry) and 3 (Finance) are available for registration, Module 6 (commercialisation), Module 7 (IP) and Module 4 (Legal) will be available later in the year, with the remaining modules available during 2008.

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MSc/Diploma/Certificate/Module Credit in  
Pharmaceutical Business Development & Licensing



Module 1

## Purpose

To develop a general awareness of the healthcare industry with emphasis on the role of business development and the contribution made by licensed products to companies' success.

To analyse company strategies and the different roles of business development in the various types of company, both public and private.

To understand the business development operational metrics and norms within companies and the ethics of being a *Partner of Choice*.

### 1 Industry overview and historical perspective

This Unit reviews the growth of the industry from its origins in traditional therapies. It charts the role of pharmacists in the development of the drug industry and the progression from the antibiotic revolution through the emergence of biotechnology to the current trend of industry consolidation.

### 2 A major industry ? Facts and figures

Unit 2 addresses the economics and statistics underpinning the pharma industry and considers R&D investment and expenditure in depth. The major players, key pharma markets and the importance of blockbuster drugs are reviewed as well as the role of the generics industry in delivering cost effective medication to the masses. The role of government and industry organisations such as ABPI, JPMA is also considered.

### 3 The structure of healthcare systems

The finances behind the markets are reviewed in Unit 3 with the role of mechanisms for control of health-care expenditure via NICE, pharmacoeconomics and the fourth hurdle. The influence of non-governmental organisations [NGOs] and patient advocacy groups are assessed.

### 4 Drug Discovery

Are there any remaining unmet therapeutic needs? This Unit studies the current aims of drug discovery and issues around testing and safety and the ethics of using animals in research. The Human Genome Project and the role of genomics and informatics are also evaluated.

### 5 Clinical development

Unit 5 addresses the costs of clinical development and the need for paediatric trials. Study design, clinical trial ethics, safety assessment of marketed medicines and health economics are considered. The current drive for outsourcing of clinical trials and transparency is also considered.

### 6 Regulatory Issues

The role and organisation of the MHRA, EMEA and FDA, regulatory strategy and the regulatory processes in Europe and the US

### 7 Market Dynamics, Company strategies and the Role of business development :

A review of corporate development from start up to mid cap. The potential role of biotechs as engines for R&D. The need for alliances or acquisitions in managing product life cycles and planning the portfolio.

### 8 The Industry in the future

Where will the industry go in the future - continuation of mega-mergers? What is the role remaining for mid cap companies? What are the new market trends, are there any more new niche markets? Disease trends – the emergence of AIDS, SARS, the next flu pandemic. Cost containment measures, and new pathways to reach the patient.