

Talking with  
Kris Gataveckas,  
Vice-President,  
Business  
Development,  
Humber Institute of  
Technology &  
Advanced Learning;  
and Joseph Knott,  
President, Pangaea  
Consultants

# Meeting Market Needs

## Humber and Pangaea Team Up for Training Venture

### What is Humber's role in providing learning solutions to Canada's health-care market?

*Gataveckas:* Humber is one of Canada's leading sources of polytechnic learning solutions. It provides specialized bachelor's degree programs in addition to diploma, certificate, apprenticeship, and post-graduate programs across 13 industry sectors.

We serve 15,000 full-time and 55,000 part-time learners in over 350 post-secondary programs and 1,000 part-time courses, specializing in applied knowledge and skills development for the workforce. We also provide customized corporate training solutions and business-to-business partnerships for 11,000 corporate employees annually.

As a comprehensive polytechnic institute, Humber serves Canada's health-care market needs for new entrants to the industry. It also provides ongoing professional development for the existing workforce. Toward this end, five years ago, Humber developed industry-recognized post-graduate studies in clinical research and regulatory affairs.

With continued strategic advice from Humber's CEO Council on the Health Industry—comprised of CEOs from companies such as AstraZeneca, Baxter, Bayer Inc., GlaxoSmithKline, Hoffmann-La Roche, MDS, Purdue Pharma, TM Biosciences—Humber identified the unique education needs of this sector and has responded by expanding its suite of learning products for the health-care industry.

We are introducing a range of new business learning products, covering topics such as government relations, market access for marketing and sales executives, and sales and marketing for new entrants to the pharmaceutical industry (a post-graduate certificate being launched January 2005). We also offer specific training for health-care marketing and product management.

Humber intends to be a major provider of human capital development solutions for Canada's health-care market.



Kris Gataveckas,  
Vice-President, Business  
Development, Humber  
Institute of Technology &  
Advanced Learning.



Joseph Knott, President,  
Pangaea Consultants.

## What prompted the creation of this health-care marketing and product management program?

*Gataveckas:* Although many companies have their own marketing programs, a number of industry experts felt there was a need for a uniquely Canadian program. It was important to them that the program approach marketing and brand planning from a more universal industry outlook, thus, making it of value to a variety of players in the Canadian health-care field. Humber's CEO Council on the Health Industry identified the need to train marketing personnel to become effective product or brand managers.

## How did the partnership between Humber and Pangaea come about?

*Gataveckas:* After consultation with the health industry to determine professional development, it was obvious that combining the applied teaching/learning expertise of Humber with the industry expertise of Pangaea provided a solid basis to bring this product to market. This partnership produced a specialized corporate training course that is applicable and relevant to the various sectors of the Canadian health-care market.

## What is the basic premise of the marketing and product management program?

*Gataveckas:* We want to create an interactive case study environment that provides a learning challenge on two levels:

- On a macro level, the premise is to introduce and explore the current environmental overview of Canadian health-care delivery and issues, as well as provide insights and create awareness of the complexities of effective marketing in a highly competitive arena.
- On a micro level, the premise is to explore issues such as brand planning, data sourcing, tactical promotional expenditures, and supplier relationships.

## What are Joseph Knott and Pangaea Consultants' qualifications?

*Gataveckas:* Joe Knott is the President of the Pangaea group of companies. He specializes in marketing training, business development, and building sales and marketing strength for the health-care industry.

Joe has over 35 years of experience in pharmaceutical-related sectors, having begun his career with the Pennwalt Corporation and, later, becoming President of Fisons. He has successfully launched numerous ethical and over-the-counter products, negotiated strategic business alliances, and spearheaded Fisons into an era of strong growth.

Over the years, Joe has successfully arranged numerous licensing and co-promotion contracts and consulted in the development of innovative products and services. He has worked on pre-launch strategies, the positioning of brands to

build revenue, and resource allocation. He has worked with many multinational and national companies on successful integration strategies, the implementation of transition plans, and facilitation of strategic planning and brand planning sessions.

I'll let Joe answer the question about Pangaea's qualifications.

*Knott:* Thanks Kris.

Incorporated in 1995, Pangaea Consultants is approaching its 10th anniversary. It is truly a general health-care consulting company which employs nine talented consultants/associates and occupies offices in Toronto and Montreal.

As an agency, we offer a variety of services to our clients (Table 1).

## Mr. Knott, can you tell us how Pangaea got started in brand planning?

*Knott:* Brand planning evolved from recognizing a need and filling it. Early in our mandate, we established that most small- to medium-sized companies did not have the time, people, or in-depth expertise to work on all-encompassing, detailed brand strategies, particularly in new therapeutic areas. Even for us, it was a never-ending learning experience, as each company and its group of products presented unique opportunities and challenges.

Fortunately for Pangaea, two of our earlier clients, ALTANA Pharma Inc. and Fournier Pharma Inc., recognized this need and allowed us to assist in the pre-launch and launch planning process of their new brands.

After initial discussions, reviewing existing strategies, and analyzing future plans, we worked closely with internal personnel to identify missing parts of the whole marketing mix and to generate material, both strategic and tactical, that would fill those gaps. Team work was essential in the early days, as we had limited budgets to develop what would normally be expensive programs.

Today, we continue to work closely with our clients, thus, we are better able to produce plans for new launches and existing products, as well as re-focus overall strategies and tactics.

With each additional assignment—now reaching tasks for 21 clients—we could say Pangaea is becoming “new and improved”.

Nowhere is the statement, “nothing is as new as change” more applicable than in pharmaceutical marketing. The benefit to Humber's program, will be that it is as current with the contemporary industry as it gets.

Table 1

### Services offered by Pangaea Consultants

#### Marketing services

- Trade Marketing
- Brand Management
- Facilitation of Marketing and Brand Planning Sessions
- Pricing Reviews and Analysis

#### Products and services targeted to sales

- Proprietary salesforce deployment
- Bonus/compensation plans
- Training and coaching
- Trade Relations

#### Corporate services

- Licensing/business development
- Mentoring/Coaching
- Strategic planning
- Company startups and strategic planning

## What is the target market for this program?

*Knott:* Historically, marketing or brand management programs were created to help people get promoted into a marketing environment. However, as the role of marketing evolved and interacted with other disciplines, it became apparent that understanding the marketing function is now a broader corporate need.

In the original concept of marketing, the audience would have included associate product managers and product managers (with up to four years experience). In the new age of the marketing function, the target also includes the other members of a company's staff (Table 2).

Table 2

### Target audience in the new age of marketing function

- CME/CHE co-ordinators
- Regional and national sales managers
- Market access
- Trade relations
- Market research
- All individuals, regulatory and medical, with a need for a better understanding of marketing
- Any employees whose personal development would benefit from experience to a general marketing/brand planning program

## Why should I sponsor my employees for this training?

*Knott:* Participants of the marketing and product management program will develop a far greater understanding of the environment in which you market your products, as well as a functional knowledge based in practical aspects of marketing, such as:

- audience stratification and targeting,
- pricing and reimbursement (which includes PMPRB and provinces), as well as the net effect of regional pricing in Canada.

*Gataveckas:* This corporate training course has been developed by the industry, for the industry, through an industry advisory board comprised of senior health-care marketing and product management executives. It reflects contemporary market issues in an interactive learning environment. In addition to core facilitators from Humber and Pangaea, key industry peers will participate as guest speakers to share best practices and pragmatic advice on market techniques and strategies to improve market access.

## What are some examples of course topics and unique training methodology?

*Gataveckas:* The topics include examples of different brand plan templates, concluding with a brand plan that becomes the foundation for the remainder of the training. Participants will learn the true significance of a succinct and accurate executive summary. They will understand the reason and value for concentrating on key objectives and the strategies and tactics required to deliver these objectives. There are a variety of other topics covered in our programs (Table 3).

Table 3

### Topics offered in the marketing and product management program

- Brand Planning
- Environmental review
- Pricing & reimbursement
- Marketing expenditures & ROI analysis
- Forecasting skills
- Life Cycle Management
  - Rx-OTC strategy
  - Molecule switch strategy
  - Ultra generic strategy
- Competitive intelligence
  - How to collect and disseminate information

The training topics are delivered and discussed in a case study format with real industry examples of successes and failures.

Participants will gain valuable insight into practical aspects of successful marketing in the Canadian environment. Above all, the focus on current issues will ensure that the knowledge imparted can be implemented immediately following training.

## When is the program available?

*Gataveckas:* We have structured the four-day training sessions such that they can be taken on a consecutive basis or on separate days over a period of four weeks. This flexibility recognizes the time constraints placed on marketing executives and the different philosophies of our potential clients with respect to training.

The two training courses will be launched in January and March 2005, based on a group of 20 participants. **CPM**


For more information, contact Kris Gataveckas, Vice-President, Business Development, Humber at (416) 675-5026 or via e-mail at kris.gataveckas@humber.ca.

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Plant the seeds of a new thought today.

Want to think outside the box? First recognize that you are the box. Your preconceptions hold you back. You know too much. Dare to be stupid. Ask stupid questions. You'll be surprised what smart answers you get. You can't learn anything if you know everything. Try to remember when you knew nothing and every moment was a learning experience. What have you learned new today? Don't waste time trying to impress. Life's too short. Find in the complex, the essential. The simple. It worked for Einstein. Why not for you? Be still. Listen for the voice inside that knows. Honour it. Put divergent thoughts together. Like the mathematical concept of a square and the organic shape of a tree. Learn to do it in all aspects of your work. And your life. Don't promote a product. Create a brand. Give it a personality, not just a name. Of all the trees in the forest, which do you think will be remembered?



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