NEW!

Next Great Innovation or Just a Cool Science Project?

Understanding and Navigating the Decision Making Ecosystem for Life Science Innovations

August 10, 2020 | 1:00 p.m.–2:30 p.m. (ET)

Course ID# 2933

Directed by: **Lucia Mokres**

course description

Life Science Innovation requires a significant amount of time, money, and emotional investment. Many founders and product developers become so immersed in the excitement of innovation that they fail to consider whether their product addresses the needs of the complex ecosystem of stakeholders who determine whether or not their product will get to market. In spite of their inventive brilliance, they may be in for a harsh surprise when their idea fails to make it to market, or reaches the market and flops.

In this 90 minute accredited training course, life science company founders, executives, product developers, and other innovators will learn how to conduct a robust, methodical exploration of the stakeholder ecosystem specific to their product; how to manage negative and conflicting feedback to inform product development strategy; and how to manage their own mindset through the process. This data will significantly de-risk the product development plan, and provide innovators with a robust, evidence-based approach to inform their strategy for internal funding requests, investor pitches, and grant proposals. And hopefully see their product through to success.

Our LIVE online training offers interactive participation.

We highly encourage you to open YOUR microphone during the live course to allow for the free exchange of remarks and questions between attendees and course director.

Can't Make This LIVE Webinar?

Simply select the On Demand option when registering and we will send you the link to view the recorded version.
On Demand available approximately 3 business days after the live offering

REGISTER EARLY AND SAVE! Register & Pay by July 27, 2020

who should attend

This course is intended for professionals from the following Medical Device, Pharmaceutical, Biotechnology, Diagnostics and Veterinary industries. It would be beneficial to professionals who serve in R&D and Marketing as well as those in Executive roles. Founders and anyone in C-level, VP-level, or with strategic decision-making authority in product development lifecycle would find this course of value.

learning objectives

Upon completion of this course, you will be able to:

- List the 6 key decision-maker archetypes in the healthcare product ecosystem and their influence on your product's success
- Collect, analyze, and determine next steps for the product based on data gathered in stakeholder interviews
- Manage your mindset in the face of negative and conflicting feedback on your product

course outline

Module 1:

All Roads Lead to "No"
- Forms of rejection (grants denied, pitches fail to convert to funding, etc.)
- Stakeholder Ecosystem Discovery – 6 key decision makers for life science companies
- The impact of "no" from any one decision maker and how it can turn your product from the best thing since sliced bread to DOA

Module 2:

Turning "no" into "know"
- How to collect and analyze stakeholder input
- How to determine next steps when the input from stakeholders is negative
- How to manage conflicting input and develop a strategy when there is no consensus about the product

Module 3:

Keeping your S together when you're told "your baby is ugly"
- Balancing a healthy level of optimism and pessimism
- Managing criticism and negative feedback
- Productive mindset in light of the time, money, and emotional investment you have made

Assessment Opportunity

course director

Dr. Lucia Mokres is a Life Science Consultant based in the San Francisco Bay Area. She specializes in coaching early stage companies through Stakeholder Ecosystem DiscoverySM, allowing them to gain traction and develop an investable technology and business model. She also loves rolling up her sleeves to help companies at all stages meet urgent medical, scientific, regulatory, and clinical project deadlines, leveraging her broad experience and expertise to rapidly get up to speed and produce high quality deliverables. Prior to establishing her consultancy, she was the Chief Medical Officer of EpiBiome, Inc. In this role she provided medical oversight and strategic direction for all clinical development activities, defined regulatory strategy, supported marketing and business development activities, and served as the medical point of contact for external stakeholders. She was a key contributor for investor pitches and was an invited speaker nationally and internationally on the challenges faced by early stage companies seeking product approval or clearance. She led EpiBiome through the NSF Innovation Corps and several other incubators and accelerators. Prior to joining EpiBiome, Dr. Mokres served as a medical advisor and program manager in the medical device industry. She completed her post-doctorate at Stanford University School of Medicine, and graduated from the Colorado State University College of Veterinary Medicine and Biomedical Sciences.

In her spare time, she mentors other early stage companies through the Springboard Enterprises and California Life Sciences Institute advisory programs, and mentors women completing their PhD and postdoctoral studies on behalf of the Association for Women in Science.

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For assistance contact Customer Service at 1/732-613-4500 or email us at: info@cfpa.com
For More Information or to Register Go to **www.cfpa.com**

accreditations/recertifications for this course

tuition and registration

TUITION– Single Rate: U.S.**295.00 per person**   **Early Rate:** U.S.**$265.00 per person**
Group Rate: U.S.**245.00 per person**

Register at www.cfpa.com. Enter **Course ID# 2933** into **Search**. To register click **Register Now**.

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Please Note: Multiple participants are not authorized to share access provided to a single registrant, a single dedicated seat license must be purchased for each individual. CfPA reserves the right to cancel access or collect the group rate payment if this requirement has been violated. Only registered participants will receive accreditation.

terms and conditions

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- **Good Clinical Practice: When Good Studies Go Bad**
  course ID# 2876 | Online On-Demand
- **Good Laboratory Practice for Nonclinical Laboratory Studies**
  course ID# 2877 | Online On-Demand
- **GLP and the ARRIVE Guidelines: Basic Principles of Conducting Lab Animal Studies: Extended Online Course**
  course ID# 2891 | Online On-Demand

- **Pharmaceutical Technology Transfer and Regulatory Strategies**
  course ID# 2904 | See website for information
- **Cosmetic Claims Support Studies: Extended Online Course**
  course ID# 2666 | Online On-Demand
- **Pharmaceutical Process Development**
  course ID# 1358 | November 9-10, 2020 | Amsterdam

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