Module 6: Regulatory Strategy from Development to the Market Place

Date: 01/12/2026 - 03/12/2026

Location: TOPRA, Third Floor, City Reach, 5 Greenwich View Place, London, E14 9NN, UK

Module Leaders: Vina Mistry

Day 1: 01/12/2026

Time	Activity	Speaker
10.00 – 11.30	**Welcome & Introduction to the Module/Lecture 1:** Developing the Brand and Shaping its Market Place (Part 1)	**Vina Mistry MTOPRA** *Pharmistry Consulting Limited*
11.30 – 12.00	**Refreshment Break**	
12.00 – 13.15	**Lecture 1:** Developing the Brand and Shaping its Market Place. (Part 2)	**Vina Mistry MTOPRA** *Pharmistry Consulting Limited*
13.15 – 14.15	**Lunch**	
14.15 – 15.30	**Lecture 2:** Protecting the Brand: Intellectual Property and Data Exclusivity	
15.30 – 15.45	**Refreshment Break**	
15.45 – 17.00	**Lecture 3:** Demonstrating Value and Market Access	**Daniel Jackson,** *UCB Pharma*

Module 6: Regulatory Strategy from Development to the Market Place
Date: 01/12/2026 - 03/12/2026

Day 2: 02/12/2026

Time	Activity	Speaker
09.00 – 10.15	**Lecture 4:** Pharmacovigilance and Risk Management	
10.15 – 10.45	**Refreshment Break**	
11.15 – 12.30	**Lecture 5:** An Agency Perspective: The success and failure of a medicinal product in the EU	**Gaelle Andriantafika** *European Medicines Agency (EMA)*
12.00 – 13.00	**Lunch**	
13.00 – 14.30	**Lecture 6:** Advertising and Controls on Prescription Only Medicines (POMs)	
14.30 – 15.00	**Refreshment Break**	
15.00 – 17.00	**Case Study:** Advertising and Controls on Promotional Materials for POMs	

Module 6: Regulatory Strategy from Development to the Market Place

Date: 01/12/2026 - 03/12/2026

Day 3: 03/12/2026

Time	Activity	Speaker
09.00 – 10.15	**Lecture 7:** Issue Management	
10:15 – 10.45	Refreshment Break	
10.45 – 12.00	**Lecture 8:** Communicating with Patients and Prescribers	
12.00 – 13.00	Lunch	
13.00 – 14.30	**Lecture 9:** OTC Switching	**Helen Erwood FTOPRA,** *ESPL Regulatory Consulting*
14.30 – 15.00	**Refreshment Break**	
15.00 – 17.00	**Case Study**: OTC Workshop & Close	**Helen Erwood FTOPRA,** *ESPL Regulatory Consulting*