



ORESYS and Cordence Worldwide have the pleasure to invite you to a workshop on:



**A shift from Product- to Patient-Centric –  
Identify Growth Opportunities by Mastering your Environment & Client Relationships**

**April 8<sup>th</sup>, 16:00 – 19:00**

ORESYS together with Cordence Worldwide is gathering a group of international Life Sciences experts to discuss new business concepts to address the challenges for mastering the shift from being a product- to becoming a patient-centric company and showing you how this can translate into more business for you.

Through an interactive workshop session based on concrete examples and international experiences we will explore:

**>How you can provide better services through increasing the knowledge of your patients and your environment**

Concrete examples from the Netherlands on the Patient Journey will give you an insight view and show you innovative approaches to identify new business opportunities.

**>How you can improve and better manage your client relationships**

By making use of the latest technological developments thanks to the digital revolution and by leveraging multi-channel marketing and improving customer interaction. Examples from France and the US will show you how making use of new technology can positively impact the performance of your company.

**>How to improve your company's bottom-line**

By revisiting your value chain. Concrete examples from our experts in Spain and South America will show you how some actors increase their Points of Sales efficiency.

Each presentation will be followed by a round table discussion. The event will conclude with a cocktail.

**Meet our Experts from:**



**Location:**

ORESYS  
48 Rue de Londres  
75008 Paris

**For more Information please contact:**

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