

Integrating Life Cycle Management and Portfolio Management - In Support Of Scientific Innovation And Company Strategy

Integración del ciclo de vida de productos y manejo de la cartera de investigaciones, base la innovación científica y la estrategia de una compañía.

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Abstract

Today's business environment demands that we are able to see where projects are in their lifecycle, how they're staffed, what value and risks are associated with them, now and in the foreseeable future, and their strategic priority. The ability to effectively manage the portfolio is tightly linked to the management of product life cycles. In fact, while portfolio management is about doing the right products, life cycle management is all about doing products right. An integrated Life Cycle and Portfolio Management enables us to proactively manage the portfolio with timely and accurate cost, schedule, risks and benefit information. A link with strategic objectives enables us to regularly measure the alignment of ongoing and planned projects in the portfolio with corporate strategy

An integrated environment for Portfolio Management and Life Cycle Management is operating in Actelion and consists of:

- An integrated and standardized process based upon critical decisions points and key documents that align strategies and deliverables
- A streamlined structure that builds upon the existing organisation
- Integrated systems and tools that support and drive the process

This presentation will focus on:

- The challenges faced by the pharmaceutical industry in bringing innovative, effective and safe drugs to the global market
- How an integrated Life Cycle Management and Portfolio Management environment enables Actelion to proactively support scientific innovation and company strategy

Keywords: pharmaceutical, industry, market, management, Actelion, innovation