

# Mini MBA in Drug Commercialization & Product Strategy



## Who we are

At OpusVi (Latin for Workforce), we partner with healthcare organizations to build transformative workforce solutions. We have developed a workforce development platform that enables healthcare systems and organizations to upskill and retain top talents. Dedicated to providing the best client experience, we have designed custom online and hybrid programs and workforce development solutions that improve and positively impact talent retention as much as patient health and quality of care. We remain leaders in the healthcare education space by creating scalable, cutting-edge solutions through innovative technologies, clinical expertise, and evidence-based training alongside the industry's top subject matter experts and academic institutions.

## Why Choose OpusVi?



**Train, upskill, and retain your workforce**



**Develop critical capabilities**



**Reduce costs to maximize ROI in education and training**



**Close your skills gaps and drive innovation**

## We come from healthcare and we exclusively serve the healthcare sector.

We empower the healthcare workforce, including leaders, to advance their careers while fostering an organizational culture of ongoing skills-building.

We want our learners to graduate with degrees and certificates from universities they can be proud of and earn continuing education credits from accredited, highly-ranked institutions that care about their success.

Our curriculum reflects the roles, job responsibilities, processes, and policies of the organization. It integrates expert-led training, mentorship, and engaging content.

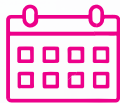
# A Playbook for the Drug Commercialization Process From Bench to Bedside

With a focus on disease prevention, customized treatments, digital therapeutics, and the ripple effects of COVID-19 on healthcare, the pharma industry is changing at lightning speed. Pharma professionals need to navigate both the regulatory and business realities of the drug commercialization process and bridge the gap between scientific innovation and business goals in order to lead successful go-to-market strategies.

OpusVi and the University of Arizona's Eller Executive Education have created the Mini-MBA in Drug Commercialization & Product Strategy to help you develop an understanding of pharmaceutical product development, commercialization, and regulations as well as the business and management skills that you need to master the drug commercialization process from bench to bedside.



24 CMEs/CEs



12 Weeks



100% Online

## Insights and Expertise From Top Faculty, Leading Professionals, and Champion Athletes



### Mike Myers, MBA

Adjunct Lecturer, Associate Director for the Center for Management Innovations in Healthcare, and Managing Director and a Founding Partner of CrowdPharm



### Gail Devers

Three-time Olympic gold medalist and five-time world champion



### Dan O'Brien

Olympic gold-medalist and three-time world champion

## Your Team Will:

- Gain a deeper understanding of regulations in the pharmaceutical industry and the drug approval process
- Acquire fundamental knowledge of all phases of the product life cycle, from product development and pharmacovigilance to promotions and developing a go-to-market strategy
- Benefit from expert insights on commercialization, forecasting, and market access and research
- Complete this program with a champion mindset and enhanced understanding of the importance of teamwork
- Develop resilience and goal-setting skills to take with them into their daily work



## Learn More

For enterprise inquiries, contact [enterprise@opusvi.com](mailto:enterprise@opusvi.com)

[opusvi.com](https://opusvi.com)