



Presented by
Management Forum

Building The Business Case For Pharma 4.0

16 September 2025

+ 13 April 2026, 6 October 2026

This course will equip you with the tools and insights needed to articulate your vision, secure funding, and pave the way for Pharma 4.0 success.



Format:
Live online



CPD:
1.5 hours for your records



Certificate of completion

Course overview

As the pharmaceutical industry faces increasing pressure to innovate, streamline operations, and improve product quality, the adoption of Pharma 4.0—the application of digital technology to pharmaceutical development and manufacturing workflows—has become a strategic imperative. However, the path to implementing digital transformation is fraught with challenges, including organisational inertia, competing priorities, and budgetary constraints. While the potential benefits of Pharma 4.0 are clear, successfully securing executive buy-in and the necessary resources to implement transformative technologies requires a robust, well-crafted business case that aligns with organisational goals and demonstrates measurable value.

This course delves into the critical components of building and defending a compelling business case for Pharma 4.0 initiatives. Participants will gain a deep understanding of the industry trends driving digital transformation and the current landscape of digital solutions within drug development and manufacturing. Through interactive discussions and real-world case studies, participants will learn from organisations that have successfully navigated these challenges and secured approval for transformative projects.

Whether you are championing a new technology, advocating for process automation, or driving a broader digital strategy, this course will equip you with the tools and insights needed to articulate your vision, secure funding, and pave the way for Pharma 4.0 success.

Key topics covered in this exciting session include:

- What is Pharma 4.0?
- What is a business case?
- Industry trends driving digital transformation initiatives in drug development & manufacturing
- Current landscape of digital solutions in drug development and manufacturing
- Why digital transformation is not a foregone conclusion
- How to build and defend business cases to secure executive approval and budget
- Real world examples of successful business cases

Benefits of attending

By the end of this course, participants will be able to:

- **Understand** the industry trends shaping digital transformation in drug development and manufacturing
- **Explore** the different categories of software within pharmaceutical development and manufacturing
- **Develop** structured business cases that clearly articulate the value and ROI of Pharma 4.0 initiatives
- **Communicate** business cases effectively to secure executive approval and funding
- **Leverage** real-world examples of successful business cases to drive their own Pharma 4.0 initiatives

Who should attend?

This course is ideal for individuals looking to be change agents—those advocating for change through technology—within pharmaceutical and biotechnology organisations. This could include:

- Business stakeholders (development, manufacturing, quality, regulatory and technical operations)
- Technology stakeholders working in a data and/or digital capacity

This course is suitable for all levels (scientists, managers, and senior leadership). The course will focus on digital transformation within drug development and manufacturing, so may not be suitable for individuals working in drug discovery and/or in a clinical capacity.

Presenter



Lewis Shipp

Lewis Shipp is a published pharmaceutical scientist and a recognised expert in drug development & manufacturing across a range of therapeutic modalities. Lewis currently works at the intersection of science & technology as a Digital CMC Specialist at QbDVision, helping organisations both large & small leverage digital technology to accelerate the delivery of therapies to patients. Additionally, Lewis has contributed to ISPE's Pharma 4.0 Special Interest Group & BioPhorum's Technology Strategy Forum as an SME in the application of digital technology to solve business process challenges within the pharmaceutical industry. Lewis has also given several presentations at internationally recognised conferences on varying topics pertaining to digitally-enabled drug development and manufacturing.

Course dates

16 September 2025

Live online

12:00-13:30 **UK (London)** (UTC+01)

Course code 15509

GBP **124**

EUR **174**

USD **199**

13 April 2026

Live online

12:00-13:30 **UK (London)** (UTC+01)

Course code 15903

GBP **99** ~~124~~

EUR **139** ~~174~~

USD **160** ~~199~~

Until 09 Mar

6 October 2026

Live online

12:00-13:30 **UK (London)** (UTC+01)

Course code 16322

GBP **99** ~~124~~

EUR **139** ~~174~~

USD **160** ~~199~~

Until 01 Sep

How to book



Online:

ipi.academy/3195

Alternatively contact us to book, or if you have any queries:



Email:

info@ipiacademy.com



Phone:

[+44 \(0\)20 7749 4749](tel:+442077494749)

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note

IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions

The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



ALEKSANDRA BEER

Tel: [+44 \(0\)20 7749 4749](tel:+442077494749)

Email: inhouse@ipiacademy.com



YESIM NURKO

Tel: [+44 \(0\)20 7749 4749](tel:+442077494749)

Email: inhouse@ipiacademy.com



IPI
Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

10-12 Rivington Street
London EC2A 3DU

ipi.academy

Tel: [+44 \(0\)20 7749 4749](tel:+442077494749)

Email: info@ipiacademy.com