


# Medical Affairs Certificate Program Module F – Medical Omnichannel Engagement

### Learning objectives


- What is omnichannel and where does the industry stand, including examples?
- Why is it also relevant and important for Medical?
- What are critical success factors and what needs to be considered?
- How to develop a persona
- How to design an omnichannel measure


### Lecturers



**Julian Hohendorff**  
Consultant & Coach  
JH Consulting & Coaching

Profile





**Dr. med. Matthias Langenfeld**  
Medical Lead Switzerland  
Ipsen Pharma Schweiz GmbH

## Medical Affairs Certificate Program Module F – Medical Omnichannel Engagement

Date  
**Thursday, December 11, 2025**

Time  
**09.00 - 17.30**

Language  
**English**

Course type  
**Seminar**

Location  
**Trafo Baden Kultur und Kongresszentrum**  
Brown Boveri Pl. 1, 5400 Baden  
[Map](#)

**Arrival by public transport**  
We recommend that you travel by public transport, the Trafo Baden is only a 3 minute walk from Baden train station.


**Arrival by car**  
The Trafo parking garage has 300 covered parking spaces. Please note, that the parking garage is public and no parking spaces can be reserved. 1000 further parking spaces can be found close to Trafo Baden.


Cost per person (excl. VAT)  
**CHF 980 .–** (for shqa members)  
**CHF 1'480 .–** (for non-members)  
Included in this fee: seminar documents and confirmation of participation

**Certificate Program**  
This seminar is part of the Medical Affairs certificate program.



**I would be happy to advise you personally**  
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