

The Pharma Market Access Course

Definition – Planning – Implementation

By:

Lloyd Morgan & Konrad Wallerstein

This expert faculty combines a unique blend of expertise and experience of all strategically vital aspects in market access optimization!



- Lloyd Morgan is the General Manager of Adelphi Group. Lloyd has worked with Adelphi for over 19 years and has experience in communications, outcomes and marketing research. He is a member of Adelphi's pricing consultancy team.
- Konrad Wallerstein is based in Adelphi's Philadelphia office. Konrad has 20 years of experience of working on pricing, reimbursement and market access issues within the industry and as a consultant.

By attending this course, you will:

1. Grasp the **full meaning of Market Access, its importance** for optimizing product launches and **its implications** for the whole organization, from phase II up to post-launch.
2. Learn to **integrate** market access concepts **into clinical and brand marketing plans**.
3. Have a good understanding of the **differences across the healthcare systems in Europe** with respect to optimizing market access for your brands.
4. Gain insight into **how stakeholders - and which ones! - impact** on the success of your brand along its lifecycle.
5. Learn to use the concepts and techniques that have proven to be successful in **influencing the market access decision-makers**.
6. Know how **to effectively manage the organizational issues** from global to local, from medical to marketing, etc.
7. Gain expert insight and advice from an expert faculty with vast relevant cross-functional and multi-therapeutic experience from both industry and consultancy.

What sets this course apart?

The faculty has lived the experience of integrating market access issues into commercial and clinical plans. They have advised multiple companies on market access and pricing strategies at global and local levels. Together, they encompass the broad cross-functional expertise that is required to effectively build market access into clinical and brand plans.

In this programme, in addition to providing you with a thorough understanding of market access concepts and the key stakeholders involved, we will share concrete examples and show how market access should be integrated in your clinical and brand plans.

Who should attend?

This seminar is a must for international brand managers and for managers in functions that contribute to optimizing market access, such as business intelligence, health outcomes, marketing communications and public affairs.

Managers in local marketing organizations with responsibility for optimizing market access in national markets will also benefit but they should be aware that the scope of this seminar is primarily international (global or regional).

Agenda

You are welcome to join us for the welcome coffee at 09:30h. The actual programme starts at 10:00 and closing will be no later than 17:00h.

Day 1

- **Welcome**
- **What is Market Access**
 - What do we mean by market access? What does it encompass?
 - Why is market access so important for pharma marketing?
 - Who are the payors?
 - What are concerns of market access decision makers?
- **The World of Payors**
 - What framework do payors operate in?
 - What are the key stakeholder types in the different systems?
 - How do payors control cost?
 - Compare and contrast countries/systems.
- **Country Systems – France**
 - System
 - Stakeholders
 - Issues/Hot topics.

- **Country Systems – Germany**
 - System
 - Stakeholders
 - Issues/Hot topics.

- **Country Systems – Italy**
 - System
 - Stakeholders
 - Issues/Hot topics.

- **Country Systems – Spain**
 - System
 - Stakeholders
 - Issues/Hot topics.

- **Country Systems – UK**
 - System and critical decision processes
 - Stakeholders
 - Issues/Hot topics.

- **Country Systems Exercise**
 - An exploration of the different types of system and their operation

GROUP DINNER

Day 2

- **Country Systems Exercise: Presentation Back of Group Work**

- **European Changes and New Funding Mechanisms**
 - Recap market access systems
 - How hospital funding mechanisms relate to market access
 - Risk Sharing
 - Future developments

- **Developing a Market Access Plan**
 - How to effectively design a market access plan for your brand.
 - Key elements to a market access plan
 - Internal contributors to the market access plan

- **Building value into the product**
 - The concept of the minimum acceptable access profile
 - Building market access in from the start
 - Communicating value
 - Which kind of message for which stakeholder?

- **Exercise: Developing a Market Access Plan**
 - Application of concepts to market access planning
- **Presentation Back of Exercise: Developing a Market Access Plan**
- **Closing Remarks**

Learning methodology

This faculty is very experienced in leading interactive sessions and will actively engage participants in discussions. In addition, a short case study will be used to illustrate key parts of the theory.

Meet the experts: Lloyd Morgan and Konrad Wallerstein

Lloyd Morgan is the General Manager of Adelphi Group. Lloyd has worked with Adelphi for over 19 years and has experience in communications, outcomes and marketing research. He is a member of Adelphi's pricing consultancy team. Lloyd originally trained as an accountant and his previous experience includes involvement in the European launch of Tenormin when working with AstraZeneca. Lloyd is a member of the Market Research Society.

Konrad Wallerstein is based in Adelphi's Philadelphia office. Konrad has 20 years of experience in working on pricing, reimbursement and market access issues within the industry and as a consultant. Prior to starting Adelphi Focus, Konrad was Executive Director, Pricing at J&J PGSM HE&P, leader of the Public Policy practice at Cambridge Pharma Consultants, where he also devised and implemented PharmaQuery (an international on-line information resource, newsletter and consultative service dedicated to market access systems and issues), and a founding director of REMIT (one of the first consultancies to focus on the economic and commercial aspects of pharmaceuticals, for the industry, trade associations, governments and the European Commission).

Dates, Venue & Accommodation

Please have a look at http://www.celforpharma.com/pharma-management/training/pharma-market-access-course.html?linkid=minimenu_dates#dates

Registration fee

Please have a look at http://www.celforpharma.com/pharma-management/training/pharma-market-access-course.html?linkid=minimenu_fee#fee

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