

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**
- **Defining Market Access**
 - What do we mean by market access? What does it encompass?
 - Why is market access so important for pharma marketing?
 - Key terminology and definitions.
 - What are concerns of market access decision makers?
 - How does market access relate to pricing?
- **Healthcare Systems in Europe: Commonalities and Differences**
 - What parameters / factors distinguish different healthcare systems?
 - Which are the key stakeholder types in the different systems?
 - Compare and contrast countries.
 - Implications for market access.
- **Country Systems – UK**
 - System
 - Stakeholders
 - Issues/Hot topics.
- **Country Systems – Germany**

- System
- Stakeholders
- Issues/Hot topics.

- **Country Systems – France**

- System
- Stakeholders
- Issues/Hot topics.

- **Country Systems – Spain**

- System
- Stakeholders
- Issues/Hot topics.

- **Country Systems – Italy**

- System
- Stakeholders
- Issues/Hot topics.

GROUP DINNER

Day 2

- **European Changes**

- Health Technology Assessment
- Price referencing
- Risk Share agreements
- Future developments

- **How to Fit Market Access into the Strategic Plan?**

- Mapping market access and the relevant stakeholders throughout the brand's lifecycle.
- How to effectively design a market access plan for your brand.
- The role of Patient Related Outcomes (e.g. Quality of Life) in creating a market access plan.
- Exercise

- **Identifying and Presenting Value Messages for Key Stakeholders**

- What is a value message audit?
- Which kind of message for which stakeholder?
- The process of a value message audit.

- **Building the team**

- Organizational issues.
- Role of global / regional / local organizations.
- How to optimize communication between departments that share similar stakeholders (i.e. clinical research units, health economists, marketing, etc.)

- **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

19-20 October 2010

Venue & Accommodation

This course takes place at the Hotel Le Méridien Bruxelles which is situated opposite Brussels Central Station.

Le Méridien Bruxelles
Carrefour de l'Europe 3
1000 Brussels
Belgium
Tel : +32 2 548 42 11
Fax : +32 2 548 40 80

We have secured preferential room rates at this five-star hotel for our delegates. Registering three weeks or more prior to the course will secure your room at a preferential rate. Upon your registration, C.E.L. *forpharma* will send you a Hotel Accommodation Sheet to complete and send back. Do not hesitate to contact Marie Stricklesse, Programme Coordinator, if you need assistance in this matter (marie.stricklesse@celforpharma.com; tel +32(0)27092241).

Registration fee

	Price*
19-20 October 2010 Course (ACC-06)	
▪ Registration before 3 September 2010	€2.450
▪ Registration after 3 September 2010	€2.850

* (VAT excl.)