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LEARN from Pharma's
international top experts

Gary Johnson & Sam Johnson

How to Price Better than Your Competitors: Essential Insights, Principles & Techniques for Successful Market Access

LEARN from interacting
with your industry peers



This was an insightful and enjoyable learning course with a great speaker and top level service support from CELforPharma. Each topic covered was excellently presented and I really appreciated the positive interaction and team challenges throughout."

Takeda

Martin Alvarez Fleitas
Global Strategic Pricing Lead
Switzerland



How to Price Better than Your Competitors: Essential Insights, Principles & Techniques for Successful Market Access

Learn

- The concepts and language of pharma pricing and Market Access that confuse many executives.
- A helicopter view of pricing and Market Access systems in some of the largest pharma markets.
- Why setting prices and defending prices with health economics are not the same.
- How payers respond to your product's profile: Measuring the strength of clinical profiles.
- Evidence-based techniques for getting the most accurate feedback when conducting payer research.
- How to analyse past payer behaviour to predict future pricing behaviour.
- The international pricing system: Correctly predict its impact on your prices around the globe.
- How to implement a pricing and Market Access strategy and what to do when you run into trouble.



The Experts

Gary Johnson
& Sam Johnson

- Gary Johnson is the founder & Chairman of Inpharmation, Europe's most respected pharma forecasting & pricing specialist consultancy.
- As Board Director and Head of Research and Development, Sam Johnson leads the development of forecasting and pricing technologies at Inpharmation.
- Gary and Sam have been involved in the pricing and/or forecasting of around half of the new molecular entity launches over the past 5 years.

Dates & Locations

10-11 October 2023 (Brussels)
7-8 December 2023 (live online)

Visit www.celforpharma.com for registration fees and updates.

Additional Benefits

- You will leave with a collection of techniques and principles that you can implement immediately.
- Receive Gary's book *Value Pricing for Market Access: Evidence-Based Pricing for Pharmaceuticals*.

What Participants Say About This Course



Really enjoyed the course! Finally found a course that is applicable to my day-to-day routine."

EMD Serono

Kartik Warikoo

Senior Portfolio Manager

- Global Market Access & Pricing

United States (June 2022)



The course provides a truly great foundation as well as great perspectives to consider, relevant to anyone who is new to pricing, or for those with many years of experience. Gary and Sam were both really great. I sincerely enjoyed the 2 days and honestly wish it had been longer."

MSD

Ian Hincken

Director, Global Market Access

Switzerland (June 2022)



Thank you for this course! Gary was able to provide great insights clearly and effectively using his interesting and valuable content. There were really good interactions and open discussions not only with Gary but also with the other attendees, which was a very nice aspect of the course. CELforPharma did a wonderful job."

Gilead

Matteo Mussi

Director, Global Value & Access,

ACE Mid-Size Markets

Italy (December 2021)

Agenda

All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to kealeigh.steel@celforpharma.com.

Day 1

Welcome & General Introduction (~15 min)

Understand "Pricing Power" and Payer Types (~45 min)

- Understand what "pricing power" and a "value added product" mean
- A simple way to recognise if your pharmaceutical has pricing power
- A taxonomy of the various types of payers around the world
- Understand key differences amongst the various payer types

Understand the Pricing Terms and Pricing Concepts that Most People in the Pharma Industry Get Wrong (~45 min)

- *Group discussion: Work as a group to try and untangle key pharma pricing terminology and concepts. Then, get back together to share ideas and learn the "right answers"*
- The concepts covered will help you avoid some of the most common mistakes in pharma pricing and market access planning

A Simple But Powerful Scheme to Allow You to Classify National Pricing and Market Access Systems Around the World (~45 min)

- Helicopter view of the different pricing and market access systems around the world
- The main types of health technology assessment (HTA) used by payers around the world: economic HTA, clinical HTA and informal HTA
- Brief overviews of the pricing and market access systems in major countries to illustrate payer and HTA types

Lunch Break

Health Economics: When Does/Can It Inform Pricing Decisions (~1 h 15 min)

- Brief overview of what health economics is and the main types of health economic analysis
- How some countries use health economics formally to assess your drug
- Quick and dirty approaches to estimating the cost-effectiveness of a drug
- Understand why many countries and payers make little or no use of health economics when pricing pharmaceuticals
- How and why using health economics to predict prices in these countries can lead to serious mistakes

How to Quantify the Clinical Benefit of Your Product - Learn Whether You Have Pricing Power (~1 h 15 min)

- Understand the five main clusters of product profile performance using the In.C.A.S.E approach
- Learn how different payers value different aspects of your product's profile
- Understand the pharma industry's main tool for measuring product attractiveness: conjoint analysis
- Learn a simple version of conjoint that you can use – even without a survey – to estimate your pricing power

Close

Day 2

Why Most Pricing Surveys Mislead, and How to Improve Them (~1 h 15 min)

- Understand the most common forms of survey questions used in pharma pricing and market access research
- Learn which techniques have been proven to work
- Learn which techniques have been proven not to work – but are nevertheless still used

Finding Patterns in Payer Behaviour to Predict Market Access Using Artificial Intelligence, Machine Learning and Econometrics (~1 h 15 min)

- Sometimes payers' actions (what they have done in the past) are a better predictor of future behaviour than what they say (in surveys)
- To make pricing predictions, we have to find strong repeating patterns in payer behaviour
- How we can find strong repeating patterns in payer behaviour using artificial intelligence, machine learning or econometrics
- Why we have to distinguish between misleading patterns and real predictive patterns
- Real examples of using payer behaviour to make good pricing decisions

Lunch break

Understanding the International Pricing System (~45 min)

- The international pricing environment is a "system"
- Understand what a system is and why it tends to behave counter-intuitively
- Learn why trying to impose simplicity on a complex system (by, for example, imposing a 'pricing corridor') is not always wise
- The evolution of international pricing analyses, from intuition through heuristics to systems dynamics models
- What drives parallel trade

Implementing a Pricing Strategy to Boost the Pricing Maturity of Your Company (~1 h 30 min)

- How to move up the pricing maturity ladder and what tools are used at the different levels
- How to manage value delivery throughout the lifecycle of a product with different tactics and models
- The highest level of pricing maturity: managing pricing linkages

Final Discussion and Wrap-up (~15 min)

Close

Registration Form

Complete the below form and email to aswaan@celforpharma.com or fax to +32 2 721 13 82 or go to www.celforpharma.com and complete the online registration form.



Questions?

Annelies Swaan
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aswaan@celforpharma.com

Course(s)

Course Title
Course Date(s)

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title Email
First Name Mobile Number
Last Name Country of Work
Job Title

Company Details

Company Name
VAT Number
Invoicing Address:
Street Address
City/Province
Postcode
Country

Payment

Payment Method Bank Transfer (+3%) Credit Card
PO Number (optional)

Confirm Registration

In order to complete the registration, please tick the following box(es):

- I, the participant(s), have read and accept CELforPharma's Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that CELforPharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.