Live ONLINE Course: Understanding Market Access & Payers in Europe

Dr. Nick Proctor

LEARN from interacting with your industry peers

"Great course! Really good introduction to Market Access. Would recommend this to anyone looking to understand the fundamentals of Market Access."

GSK
Frances Jenkins
Market Access and Medicines Vision
United Kingdom

ACQUIRE BUSINESS-CRITICAL MARKET ACCESS COMPETENCIES

LEARN from Pharma’s international top experts

GSK
NEVER STOP LEARNING
Learn

- What market access means to the industry and how to differentiate the different categories of payers.
- The patterns in Europe’s healthcare and pricing & reimbursement systems and how to compare differences across countries.
- The difference between hospital and retail/primary care decision making
- Understand payers in Europe: Their drivers, their perspectives and decision-making processes.
- The market access plan and process, from pre-phase II up to launch, including strategies and tactics.
- How internal stakeholders should contribute for optimal results.

The Expert

Dr. Nick Proctor

Senior consultant to the pharmaceutical industry for over 20 years, most recently as a Director with Access Infinity. Over the past 15 years, he has led pricing, reimbursement and access projects for the majority of the world’s top pharmaceutical brands and manufacturers.

Nick has a strong background in pricing, evidence synthesis, health economics and outcomes research, as well as experience of working with payers in all major developed and emerging international health markets.

Dates & Locations

- 14 October 2020 (digital format)
- 8 December 2020 (digital format)

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

Additional Benefits

- Receive clear schematic overviews of the market access systems in Europe’s major markets as a resource to reference in your daily work.
- Theoretical concepts and frameworks are put into practice through real world examples that prompt thought processes and discussions.

What Participants Say About This Course

"Great training, lots of insights, appreciated there was always time for questions, complementing the presentations and interactions. Recommended for everyone who wants to get market access understanding."

Sandoz
Maja Natek
Global Medical Manager Oncology
Germany (December 2019)

"A very good overview of the country systems and other aspects that I had less insights on (hospital / retail funding, how to develop access plans). Very good for people planning a transition to market access or simply curious to know more to facilitate cross-functional collaboration."

Celgene
Silviu Popa
Associate Director, Government Relations, CEE & MENA
Belgium (December 2019)

"Concise, focused course, really valuable to get an overview of the Market Access framework in EUS with examples from real life."

Merck Sharp & Dohme
Aikaterini Spyrou
Associate Director Marketing
Switzerland (June 2019)
Starting at **10 AM**, this 1-day online formal programme covers a whole day, with a 45 min lunch break at noon and several shorter breaks at the discretion of the expert.

### 10:00 Introductions
To facilitate interaction from the start, all participants will introduce themselves and the expert will moderate a discussion about objectives and backgrounds. To that end, a pre-course questionnaire will be sent to all delegates.

### 10:30 Demystifying Market Access
- What do we mean by market access? What does it encompass?
- Why and how did market access evolve?
- What are concerns of market access decision makers?

### 11:15 Understanding Payer Archetypes
- What are the useful ways of thinking about different types of payer?
- The 3 approaches to archetyping payers, illustrated by examples in Europe
- The strengths and weaknesses of different payer archetype approaches

### 12:00 Lunch

### 12:45 Understanding Payer Archetypes (cont’d)
- How to decide which approach to use in a particular situation
- The common missteps and challenges when applying payer archetypes
- How to successfully use payer archetypes to plan evidence development

### 13:30 France & Germany
- Understanding national payer assessment processes and implications in France and Germany
- Critical stakeholders in these countries
- Market access challenges and opportunities in these countries

### 14:15 Italy & Spain
- Understanding the multi-tiered health systems in Italy and Spain
- Critical stakeholders in these countries
- Market access challenges and opportunities in these countries

### 15:00 Coffee and discussion

### 15:30 UK
- Overview of UK’s healthcare system
- Critical stakeholders
- NICE’s approach to cost-effectiveness decision-making

### 15:45 A Cross-functional Process for Optimal Access
- The market access plan and the process as of phase II
- Milestones and the critical contributions of internal stakeholders

### 16:30 Review & Discussion

Subscribe to our NEWSLETTER at www.celforpharma.com to receive tips & insights from our expert faculty.
Registration Form

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

Questions?

Inge Cornelis
+32 2 709 01 43
inge@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.