



C.E.L. *for pharma*  
CENTRE FOR EXECUTIVE LEADERSHIP

# Principles of Pharma Market Access in Europe



Understand Market Access and grasp the structure of a healthcare system with its stakeholders – Learn the Market Access environment in Europe's major markets – Know how to develop a Market Access Plan and how to communicate value to stakeholders.



## Mark Silvey & Dr. Nick Proctor

- Senior consultants with the Adelphi Group, a group of specialist companies that uniquely embraces all the disciplines that integrate into Market Access.
- This expert faculty combines a unique blend of expertise and experience of all strategically vital aspects in market access optimisation.

## By Attending This Course, You Will



- 1) Grasp the full meaning of Market Access, its importance for optimising product launches and its implications for the whole organisation, 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 (EU-5) with respect to optimising 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) Know how to develop a Market Access Plan from early phase II up to post-launch, including all tactical components.
- 6) Learn to use the concepts and techniques that have proven to be successful in influencing the market access decision-makers.
- 7) Gain expert insight and advice from an expert faculty with vast relevant cross-functional and multi-therapeutic experience from both industry and consultancy.

## Why You Should Attend

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

**The Experts:** 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.

*The Principles of Pharma Market Access in Europe course is the only available public training course delivered by Nick Proctor and Mark Silvey on the topic of market access.*

## Who Should Attend

This Pharma Market Access introductory course is a must for international brand managers without formal training in this field, as well as for managers in functions that contribute to optimising market access, such as health economics, business intelligence, health outcomes research, marketing communications and public affairs.

Managers in local marketing organisations with responsibility for optimising 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 Day 1

**10:00 Welcome**

**10:30 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 payers?
- What are concerns of market access decision makers?

11:30 Coffee Break

**11:45 The World of Payers**

- What framework do payers operate in?
- What are the key stakeholder types in the different systems?
- How do payers control cost?
- Compare and contrast countries / systems

12:45 Lunch

**13:30 Country Systems - France**

- System
- Stakeholders
- Issues/Hot topics

**14:15 Country Systems - Germany**

- System
- Stakeholders
- Issues/Hot topics

15:00 Coffee Break

**15:15 Country Systems Exercise: An Exploration of the Different Types of System and Their Operation**

**16:30 Country Systems - Spain**

- System
- Stakeholders
- Issues/Hot topics

**17:00 Country Systems - Italy**

- System
- Stakeholders
- Issues/Hot topics

**17:30 Wrap Up and Close**

**Group Dinner**

## Agenda Day 2

### 09:00 Country Systems - UK

- System
- Stakeholders
- Issues/Hot topics

### 09:30 Country Systems - Discussion

### 10:00 How Payers Think

- Understand the QALY and how it is used in payer decision making
- What is the background and motivation of a typical payer?
- National vs. regional vs. local payers
- Typical pitfalls of value documentation
- Guidelines for selecting the right comparator in clinical trials and communications

10:45 Coffee Break

### 11:00 Hospital Funding Mechanisms and Risk Sharing

- Recap market access systems
- How hospital funding mechanisms relate to market access
- DRG-based funding
- Global activity-based funding
- Risk Sharing: what it is – types of RS – implications
- Future developments

### 11:45 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

13:15 Lunch

### 14:15 Building Value into the Product Story

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

15:00 Coffee Break

### 15:15 Exercise: Developing a Market Access Plan - Application of Concepts to Market Access Planning

### 15:45 Presentation of Exercise: Developing a Market Access Plan

16:00 Closing Remarks

### 16:30 Close

## 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.

Participants will take part in a group exercise on developing a Market Access plan which is designed to help you apply the concepts you learn.

*One of the most valuable aspects of attending any C.E.L.forpharma course is not only being able to have your specific questions answered by a leading expert, but also having the opportunity to share experiences and have in-depth discussions with your international peers.*

## How To Register

- 1.) Check our website ([www.celforpharma.com](http://www.celforpharma.com)) for the most recent course dates and fees.
- 2.) Click "Register Now" & fill out the registration form with your personal and company (invoicing) details.

*If applicable please add your company's VAT number. We will include this on your invoice, which is needed for your company to reclaim VAT.*

- 3.) Choose a payment method.

- a. If you select "Pay by credit card" we will email you a pro forma invoice and secure payment link.
- b. If you select "Pay by bank transfer" we will email you a pro forma invoice for you to process through your company's payment system.

- 4.) Click [Confirm Registration >](#)

You will receive an automatic confirmation email shortly followed by a personal email with your pro forma invoice and further payment instructions.

## Included in the Registration Fee

- Course Material (Digital & Print Versions)
- Coffee, Tea & Refreshments During the Course
- Lunch During the Course
- A Group Dinner on the First Day
- Certificate of Attendance Signed by the Experts

## Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

**email:** [annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com)

**call:** +32 (0)2 709 01 42



*Very useful training, I've improved my understanding of national systems in Europe. Also, I've strengthened my knowledge of general aspects of market access. I will recommend this training to my colleagues.*

### Takeda

Bozena Drewicz, Sr. Director, Market Access and Preparedness, The Americas  
Switzerland - May 2017



*Another great course giving valuable insights into the A-Z of Market Access – with top experts delivering complex information in easily understandable chunks.*

### Astellas

Lorraine Tweddle, Associate Brand Director  
United Kingdom - May 2017



*Great course! Nice to be a part of it and learn from 2 specialists with loads of insights and advice. The group work on developing a Market Access Plan was SUPER!*

### Mundipharma

Christiane Bullmann, Medical Affairs Manager  
United Kingdom - December 2016