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LEARN from Pharma's
international top experts

Nick Proctor & Mark Silvey

Principles of Pharma Market Access in Europe

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



CENTRE FOR EXECUTIVE LEADERSHIP
FOR THE PHARMACEUTICAL INDUSTRY

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Principles of Pharma Market Access in Europe

Learn

- What Market Access means to the industry and the different categories of payers.
- The Market Access systems in France, Germany, Italy, Spain and the UK, and how to compare differences across the EU.
- The difference between hospital and retail/primary care decision making.
- Understand payers: Their drivers, their perspectives and decision-making processes.
- How to develop a Market Access Plan, from pre-phase II up to launch, including strategies and tactics.
- How to communicate value in your product story.
- How to optimise the Value Dossier to address various stakeholder needs.



The Experts

Nick Proctor
& Mark Silvey

- 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.

Dates & Locations

25-26 June 2019, Zurich

24-25 September 2019, London
3-4 December 2019, Brussels

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

Additional Benefits

- Receive clear schematic overviews of the EU5 national Market Access systems as a resource to reference in your daily work.
- Theoretical concepts and frameworks are put into practice through real world exercises that prompt thought processes and discussions.

What Participants Say About This Course



Great module! Good examples given, not just theory. The module is clear with good lecture notes."

Novo Nordisk

Csilla Wolf-Ypeij

Sr. Manager Strategic Supply Chain
Switzerland (December 2018)



Great course and presenters. Really enjoyed the content and discussion. Definitely a must for understanding/introduction to Market Access. Would be good to see follow-on course."

Astellas

Shirley Radforth

Director Pricing and Contracting
United Kingdom (December 2018)



Excellent program, comprehensive overview, exactly what I hoped for."

Reata Pharmaceuticals

Dawn Bir

Chief Commercial Officer
USA (September 2018)

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 across the full life cycle of a pharma product?
- Payers: who are they and how are they organized?
- 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

14:00 Country Systems - Germany

- System
- Stakeholders
- Issues/Hot topics

14:30 Country Systems Exercise: An Exploration of the Different Types of Systems and Their Operation

- Understand the decision-making challenges that payers are facing and how this impacts your product

15:00 Coffee Break

15:15 Country Systems - Spain

- System
- Stakeholders
- Issues/Hot topics

16:45 Country Systems - Italy

- System
- Stakeholders
- Issues/Hot topics

17:15 Wrap Up and Close

Group Dinner

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

13:00 Lunch

14:00 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

Registration Form

Complete the below form and email to britt@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
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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 Credit Card (+3%)

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 C.E.L.*forpharma's* Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that C.E.L.*forpharma* 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 C.E.L.*forpharma's* Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.