ACQUIRE BUSINESS-CRITICAL MARKET ACCESS COMPETENCIES

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
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

Dates & Locations

- 13-14 October 2020, Brussels
- 8-9 December 2020, Brussels
- 12-13 October 2021, Zurich

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 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 Spyrouta
Associate Director Marketing
Switzerland (June 2019)
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


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

16:00 Closing Remarks

16:30 Close

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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?
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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 (+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
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