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international top experts

**Nick Proctor**

## Understanding Pharma Market Access & Payers in Europe

LEARN from interacting  
with your industry peers



*The course was very well organised. During the course I experienced a nice atmosphere, in which I could ask any question. The expert really knows what he is talking about and was able to answer all our questions in an even more than sufficient way."*

**Bayer**

Fabian Deck

**Solution Engineer for Market Access**  
Germany



# Understanding Pharma Market Access & Payers in Europe

## Learn

- What market access means to the pharmaceutical industry and how to differentiate the different categories of payers.
- The patterns of healthcare and pricing & reimbursement systems and the different payer archetypes across Europe.
- Understand payers in Europe: Their drivers, their perspectives and decision-making processes.
- The market access plan and process, from before phase II up to launch, including strategies and tactics.
- Different types of Managed Entry Agreements that are used by payers and pharma to mitigate risk.
- How internal stakeholders (e.g. Medical Affairs, Clinical, Marketing, Health Outcomes...) should contribute for optimal results.



**The Expert**  
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.
- Dr. Nick Proctor 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

14 December 2021 (live online)  
17 March 2022 (live online)

29 June 2022 (face-to-face)  
6 October 2022 (live online)

Visit [www.celforpharma.com](http://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.
- Dr. Nick Proctor is available for Q&A during breaks and after the course so you can discuss challenges you are facing and get advice from a sought-after market access expert.

## What Participants Say About This Course



*Nick was a very considerate trainer, who took a complex multi-dimensional topic to a simple level, which was straightforward to understand. It helped establish a base line level of understanding of the key concepts in Market Access and Payer negotiations across Europe. Thank you."*

### BMS

Emma Bowden

Head of Corporate Affairs, EU Cluster  
United Kingdom (March 2021)



*For those who wish to be initiated to Market Access, I highly recommend this course. It is clear, well delivered, allows great interaction and is well organised."*

### argenx

Adeline Boucher

Head of EU Regulatory  
Belgium (June 2021)



*Having transitioned from an affiliate to a global role, this was the type of EU5 country-comparisons and discussions I was looking for. The content and the moderation enables detection of patterns regarding key new developments between countries. One of my favourite aspects was the interactive group discussions, polls and quizzes. A good group and enjoyable course. Thank you."*

### Ferring

Sebastian Vosgerau

Associate Dir. Global Market Access & Strategic Pricing  
Germany (June 2021)

# Agenda

Important: all hours are noted in CET/Brussels Time, so carefully convert into your local time zone!

Short breaks will be offered throughout the day.

## 09:30 Welcome & Introductions (~30 min)

### Demystifying Market Access (~1 h)

- 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?

### Understanding Payer Archetypes (~2 h)

- What are the useful ways of thinking about different types of payers?
- The 3 universal drivers of payer value
- The 3 approaches to archotyping payers, illustrated by examples in Europe
- The strengths and weaknesses of different payer archetype approaches
- 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

## 13:00 Lunch Break

## 14:00 France & Germany (~1 h)

- Understanding national payer assessment processes and implications in France and Germany
- Critical stakeholders in these countries
- Market access challenges and opportunities in these countries

### Italy & Spain (~30 min)

- Understanding the multi-tiered health systems in Italy and Spain
- Critical stakeholders in these countries
- Market access challenges and opportunities in these countries

### UK (~30 min)

- Overview of UK's healthcare system
- Critical stakeholders
- NICE's approach to cost-effectiveness decision-making

### A Cross-functional Process for Optimal Access (~45 min)

- The market access plan and the process as of phase II
- Milestones and the critical contributions of internal stakeholders
- Different types of Managed Entry Agreements illustrated by real-world examples

### Final Q&A (~15 min)

## 17:00 Close

# Registration Form

Complete the below form and email to [aswaan@celforpharma.com](mailto:aswaan@celforpharma.com) or fax to +32 2 721 13 82 or go to [www.celforpharma.com](http://www.celforpharma.com) and complete the online registration form.



**Questions?**

**Annelies Swaan**  
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[aswaan@celforpharma.com](mailto:aswaan@celforpharma.com)

## Course(s)

Course Title .....  
Course Date(s) .....

## Registration Fee

Visit our website [www.celforpharma.com](http://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](http://www.celforpharma.com/transfer-cancellation-policy)) and Privacy Policy ([www.celforpharma.com/we-value-your-privacy](http://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](http://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](http://www.celforpharma.com/we-value-your-privacy)), of which I accept the terms.