



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

# Value Pricing for Market Access

## The Essentials



Understand the language, the concepts and research techniques in pharmaceutical pricing – Learn how to set prices for optimal access and returns across Market Access systems, payer types and at different times of a product's life cycle – Grasp the impact of international reference pricing and parallel trade, and how to deal with these.



### Gary Johnson

- The most down-to-earth pharma forecasting and pricing expert with superb training talent.
- Founder & CEO of Inpharmation, Europe's most respected pharma forecasting & pricing specialist consultancy.
- Has been involved in pricing and/or forecasting of around half of the new molecular entity launches over the past five years.
- Author of *Sales Forecasting for Pharmaceuticals: An Evidence Based Approach* and *Value Pricing for Market Access: Evidence-Based Pricing for Pharmaceuticals*.

## By Attending This Course, You Will



- 1) Understand how price affects market access throughout a healthcare system and how to set prices for optimal access and returns.
- 2) Learn what constitutes value for different payers and which pricing techniques to deploy across different payer types and at different times in a product's life cycle to measure your added value.
- 3) Understand how international reference pricing and parallel trade can prevent a product being priced to its true value and how to deal with these.
- 4) Be able to group major international markets into categories of pricing and market access systems – and understand which pricing techniques work best for each.
- 5) Leave with a collection of techniques and principles that you can implement immediately.
- 6) Receive Gary's book *Value Pricing for Market Access: Evidence-Based Pricing for Pharmaceuticals*, which will be a valuable reference to have with you.

## Why You Should Attend

**The Content:** The focus is on techniques and approaches that have been proven to work best. Concepts are explained in simple, non-mathematical terms and concrete examples are used rather than vague concepts. Since you will mix with a very international audience, you will learn from your peers about pricing & reimbursement systems in their markets. Delegates leave with a collection of techniques and principles that they can implement easily and immediately.

**The Expert:** Gary Johnson is Europe's most respected pharma forecasting & pricing expert and has authored the industry's most authoritative books on pharma forecasting and pricing. His specialist consultancy, Inpharmation, has been involved in forecasting and/or pricing around half of the new molecular entity launches over the past five years. Gary has trained 1000s of executives around the world. His presentations are constantly tweaked according to delegate feedback. They have thus evolved over the years so they are easy to understand and consistently get very high customer feedback scores.

## Who Should Attend

- Market Access executives who want to understand and predict how price affects market access.
- Experienced pricing managers who want a broad rather than deep review of payer types, price research/modelling techniques, implementation essentials etc. to ensure their inventory of knowledge and techniques are current.
- Marketing and commercial executives who want to build pricing and market access into their marketing plans.
- Health economists who need to understand where economics fits into pricing and market access.
- Forecasters who want to know how to build market access into their forecasts.
- Finance executives who need to understand the pharma pricing mechanisms
- R&D executives who need to develop clinical profiles for optimal market access and pricing.
- Strategists and portfolio executives who need a rounded view of a products volume and pricing prospects.

*As this course is delivered by Gary Johnson, Founder & CEO of Inpharmation - a leading specialist in evidence based insights for the pharma Industry, executives from other professional service agencies should request approval prior to registering for this course. Please contact Annelies Swaan, Head of Business Operations, for more information (annelies.swaan@celforpharma.com, tel +32 (0)2 709 01 42).*

## Agenda Day 1

### 10:00 Welcome & General Introduction

### 10:30 Principles of Pricing and Market Access

- Pricing is the "moment of truth": are we marketing a "value added" product (which means we can "value price") or a commodity (in which case we are at the mercy of payers)?
- The pricing techniques that we will use to answer this question vary, depending on the country pricing system and the stage of clinical development
- There is no such thing as "the payer". The different types of payers and their hierarchy
- Why talking to a small number of "payers" for pricing research rarely produces reliable information

11:30 Coffee Break

### 11:45 The Language of Pharma Pricing and Market Access

- *Group discussion: Key terms and concepts that you need to understand to function as an effective pricer or to discuss pricing and pricing research with colleagues and stakeholders*
- The definitions covered will help you avoid some of the most common misconceptions and mistakes in pricing and market access planning

12:45 Lunch

### 13:30 Major National Pricing and Market Access Systems

- Helicopter view of how pricing and market access systems around the world treat "value added" pharmaceuticals (and why this is fundamentally different to the way they treat "commodity pharmaceuticals").
- Brief overviews of the pricing and market access systems in major markets are used to illustrate fundamental pricing principles that tend to persist through time even as pricing systems evolve and change
- How countries can be categorized into three main types of pricing system: economic HTA, clinical HTA and informal HTA. This sets the scene for understanding which of the following pricing techniques applies to which countries

15:30 Coffee Break

### 15:45 Health Economics and Pricing

- Some countries use health economics formally and you need to predict how they will assess your drug
- Many countries and payers do not use health economics formally, but behave as though they do
- To use health economics as pricing research, you need practical ways to estimate cost-effectiveness thresholds, translate a product's clinical profile into a single measure of effectiveness and estimate cost impacts

### 16:45 How Payers Respond to Your Product's Profile

- Understand the five main clusters of product profile performance using the In.C.A.S.E approach
- Understand how different payers place different levels of performance on different aspects of your product's profile
- Understand the most popular pricing market research technique – conjoint analysis. Conjoint is the most popular pricing survey technique used by the pharma industry. Delegates will develop a powerful intuitive understanding of exactly how all conjoint/trade-off techniques work
- Discover why "generic" conjoint (developed to research markets from cars to cola) does not work with pharma payers – and how conjoint must be adapted to produce powerful insight
- *Exercise: "Build your own simple conjoint-type model to estimate how much pricing power your product has"*

17:15 Close

Group Dinner

## Agenda Day 2

### 09:00 How Payers Respond to Your Product's Profile (Continued)

### 10:00 Talking to Payers

- Understand why most "direct" pricing questions used in pharma pricing research generally lack evidence for their effectiveness (or sometimes evidence for their lack of effectiveness!)
- More modern probabilistic approaches have better empirical support and can provide a fuller and more nuanced understanding of how different levels of payer will respond to price
- Learn the ONE key factor that explains most of the measures payers say they will take in response to higher prices
- Understand how the results of pricing and market access research should be built into forecasts
- *Exercise: "Build your own survey-based price-demand curve and estimate optimal revenues"*

### 10:30 Analyzing Payer Behavior to Predict Market Access

- A full review of pricing and market access prospects has to take past payer behavior into account. Relying on what payers SAY they will do in the future can be very dangerous
- Econometrics is a powerful tool for finding patterns in actual behavior, but care has to be taken not to find "phantom" relationships in observational data!
- Why conventional econometrics (e.g. price vs. market-share plots) do not work in pharma pricing
- How econometrics can be used to analyze payer behavior through the Exclusion Charts methodology

11:00 Coffee Break

### 11:15 The International Pricing System

- Ideally a pharma company will price "to value" in each individual country. However, the interactions between country prices make this impossible
- The international pharma pricing environment viewed as a "system"
- The counter-intuitive nature of systems and why trying to impose simplicity (by, for example, imposing a 'pricing corridor') is not always appropriate
- The evolution of international pricing analyses, from intuition through heuristics to full models
- What drives parallel trade and the relationship between price differentials, product size etc. and the level of parallel trade

12:30 Lunch

### 13:15 The International Pricing System (Continued)

14:15 Coffee Break

### 14:30 Implementing – What is the Maturity Level of Your Company?

- How to move up the pricing maturity ladder and what tools are used at the different levels
- How to manage value delivery throughout the life cycle of a product with different tactics and models
- The highest level of pricing maturity: managing pricing linkages

### 15:00 Final Discussion and Wrap-up

15:30 Close

## Learning Methodology

This pricing training for the pharmaceutical industry optimally alternates interactive lectures with paper-based exercises in groups of 3-5 delegates.

In addition, a number of exercises will be used to help bring theory into practice.

*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 Here" & 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 Expert
- Book "Value Pricing for Market Access: Evidence-based pricing for pharmaceuticals" by Gary Johnson

## Does your team need training?



Contact Inge Cornelis:

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## Any other questions?



*Excellent basic course, ideal to have an overview and the first insights. Gary is very clear.*

### Shire

Tomasz Mazur, Senior Finance Business Partner  
Europe

Switzerland – December 2018



*Many thanks to Gary for the extremely interesting course.*

### Abbott

Sergey Yagubov, Market Access Manager

Russia - June 2018



*Gary Johnson is perhaps one of the authorities when it comes to teaching or explaining the whole process of value-based pricing and HTA. Enriched myself with the examples he gave to explain and illustrate the key trends/inflexion points experienced by lead brands, and in addition also got to learn how these brands actually replaced the standard of care.*

### Fresenius Kabi

Venky Rao, Senior Director, Oncology Portfolio

Germany – June 2018