Learn from true industry experts and from your peers in other companies at C.E.L. forpharma’s popular 2-day course on:

Value Pricing for Market Access

The Essentials

Gary Johnson

Very clear and structured course developing the different models and methodologies of price set-up throughout the world. Interactive communication based on observation and evidence from Gary’s experience allows us to go beyond our own beliefs. To be recommended especially if you need an onboarding on Market Access.”

AbbVie
Marc Lacampagne
Reporting and Consolidation Manager
Belgium
Value Pricing for Market Access

The Essentials

Learn

- The concepts and language of pharma pricing and Market Access that confuse many executives.
- A helicopter view of pricing and Market Access systems in some of the largest pharma markets.
- Why setting prices and defending prices with health economics are not the same.
- How payers respond to your product’s profile: Measuring the strength of clinical profiles.
- Evidence-based techniques for getting the most accurate feedback when conducting payer research.
- How to analyse past payer behaviour to predict future pricing behaviour.
- The international pricing system: Correctly predict its impact on your prices around the globe.
- How to implement a pricing and Market Access strategy and what to do when you run into trouble.

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

What Participants Say About This Course

- “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)

- “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)

- “Many thanks to Gary for the extremely interesting course.”
  Abbott
  Sergey Yagubov
  Market Access Manager
  Russia (June 2018)

The Expert

Gary Johnson

Dates & Locations

- 27-28 June 2019, Zurich
- 26-27 September 2019, London
- 5-6 December 2019, Brussels

Additional Benefits

- You will leave with a collection of techniques and principles that you can implement immediately.
**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 are we 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 price 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 should be built into forecasts
- Exercise: "Build your own simple conjoint-type model to estimate how much pricing power your product has"

17:15 **Close**

**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 (Continued)**
- 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**
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
+32 2 709 01 43
inge@celforpharma.com

Course(s)

Course Title
Course Start Date
Course End Date

Registration Fee

Visit our website www.celforpharma.com for information about the early-bird fee and full fee, group discounts, etc.

Participant Details

Title
First Name
Last Name
Job Title
Email
Mobile Number
Country of Work

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)

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Payment Method
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