Value Pricing for Market Access

*The Essentials*

Gary Johnson

LEARN from interacting with your industry peers

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.

The Expert

Gary Johnson

- Founder & CEO of Inpharmation, Europe’s most respected pharma forecasting & pricing specialist consultancy.
- Gary has been involved in pricing and/or forecasting of around half of the new molecular entity launches over the past 5 years.
- Author of Value Pricing for Market Access: Evidence-Based Pricing for Pharmaceuticals.

Dates & Locations

5-6 December 2019, Brussels
18-19 June 2020, Zurich
15-16 October 2020, London

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

Additional Benefits

- You will leave with a collection of techniques and principles that you can implement immediately.

What Participants Say About This Course

A great overview of major systems and the rationale behind pricing strategies, all condensed in only 2 days. Strongly recommended for non-specialists and specialists alike. Important to bring your questions to make the best out of Gary’s knowledge.”

Pfizer
Cinthya Ramirez
Director Multilateral Engagement
Switzerland (June 2019)

Great 2-day course to get a sound understanding of pricing principles and pitfalls.”

Roche
Gert-Jan van Uem
Pricing Solutions Expert
Netherlands (June 2019)

Great course. I highly valued the breadth and depth of the course contents. Gary Johnson is a very knowledgeable speaker.”

LEO Pharma
Tariq Rehman
Senior Global Bio-Dermatology Pricing & Contracting Manager
Denmark (June 2019)
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 survey-based price-demand curve and estimate optimal revenues

17:15 Close

Group Dinner

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 Analysing Payer Behaviour 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

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Questions?
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+32 2 709 01 43
inge@celforpharma.com

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

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

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