Gary Johnson

Value Pricing for Market Access
The Essentials

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

Dates & Locations
14-15 October 2021, Zurich
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

**Bayer**
Stephen Oddy
Sales & Marketing Manager
Pulmonary Hypertension
United Kingdom (September 2019)

This course covered lots of new information which I can use in my day-to-day while giving a wider context to how prices are arrived at.”

**Santhera**
Jur van der Wild
Market Access Manager EU
The Netherlands (September 2019)

Value Pricing for Market Access brings you better understanding of the meaning of the value of a price/price strategy in (complex) markets.”

**LEO Pharma**
Magnus Gotfredsen
Senior Global Pricing Analyst
Denmark (September 2019)

Very good introduction to a wide variety of topics. Good presenter with a lot of stories. The size of the audience (a small group) provided more in-depth discussion.”
The above agenda is for the face-to-face format. The online version of this course will cover the same modules, but the content and format will be adapted to suit the online training setting.

Timing of the online course on both days will be 10-12 AM (CET) + 13-16 PM (CET)
Registration Form

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) and Privacy Policy (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) 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), of which I accept the terms.