



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

Value Pricing for Market Access

The Fundamentals



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.
- Pricing executives who want to determine the optimal price by taking into account access across the whole of a health-system.
- 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..

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
- 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

- A simple introduction to 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 differently to the way they treat “commodity pharmaceuticals”).
- Brief overviews of the pricing and market access systems in major markets are used to illustrate deep 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
- How payers can be categorized into four main types: apex, intermediate, prescriber-payer and patient-payer

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 a Pricing and Market Access Strategy

- The essence of what payers want in order not to view pharmaceuticals as commodities
- How frequently pharma companies fail to provide the basic payer requirements
- The problems of not taking action early enough in the development of a pharmaceutical to develop pricing power
- How a persuasive value proposition for a pharmaceutical is structured and common gaps in the evidence supporting a value proposition
- The essence of negotiation and patient access schemes as negotiating fall-back positions

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) for the most recent course dates and fees.
- 2.) Click "Register Now" & 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

Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

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This course is truly great. I can highly recommend it. It is a must for everyone starting his/her career in the field of pricing & market access.

Incyte Biosciences

Yan Agalarov, Senior Analyst, Pricing, Market Access and Commercial Partnerships
Switzerland - May 2017



This course gives a very comprehensive overview about the most important topics within value pricing.

LEO Pharma

Ingrid Möll, Head of RA & Compliance
Switzerland - May 2017



Gary Johnson's vast knowledge and experience is very well structured into an instructive, yet easy to follow course. Excellent course material provided as well.

Fresenius Kabi

Sampreet Ramachandra, Director, Anaesthesia & Analgesia
Germany - December 2016