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**Gary Johnson**

# Value Pricing for Optimising Market Access

*The Essentials*

LEARN from interacting  
with your industry peers



*This was an insightful and enjoyable learning course with a great speaker and top level service support from CELforPharma. Each topic covered was excellently presented and I really appreciated the positive interaction and team challenges throughout."*

**Takeda**

Martin Alvarez Fleitas  
Global Strategic Pricing Lead  
Switzerland



# Value Pricing for Optimising 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 Johnson has been involved in the pricing and/or forecasting of around half of the new molecular entity launches over the past 5 years.
- Author of *Sales Forecasting for Pharmaceuticals: An Evidence Based Approach*.

### Dates & Locations

16-17 December 2021 (live online)

14-15 June 2022 (live online)

4-5 October 2022 (face-to-face)

6-7 December 2022 (live online)

Visit [www.celforpharma.com](http://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.
- Receive Gary's book *Value Pricing for Market Access: Evidence-Based Pricing for Pharmaceuticals*.

### What Participants Say About This Course



*Gary Johnson is a very experienced expert with the highest level of educational and presenting skills. The course content was great and truly met my expectations. I would absolutely recommend this course to others to attend, thanks!"*

#### Bayer

Stephan Brehin, PharmD  
Associate Director, CDMO Manager  
Switzerland (March 2021)



*Great introduction to pharmaceutical pricing concepts. A required learning for HEOR professionals."*

#### EMD Serono

Vivek Pawar  
Executive Director,  
Global Evidence & Value  
Development  
United States (June 2021)



*Gary gave clear and simple explanations of all topics and really brought the theory to life with his own experiences and anecdotes. I appreciated and enjoyed the interactive nature of the course within our small group. Perfect presenting from Gary and perfect service from the CELforPharma coordinator. Many thanks to you both!"*

#### Boehringer Ingelheim

Pearl Gumbs  
HEOR & Value Lead for CKD Pipeline  
Germany (June 2021)

# Agenda

Important: all hours are noted in CET/Brussels Time, so carefully convert into your local time zone!

Short breaks will be offered throughout the day.

## Day 1

### 10:00 Welcome & General Introduction (~15 min)

#### Principles of Pricing and Market Access (~45 min)

- 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

#### The Language of Pharma Pricing and Market Access (~45 min)

- *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

#### Major National Pricing and Market Access Systems (~45 min)

- 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 categorised 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

### 12:30 Lunch Break

### 13:30 Health Economics and Pricing (~1 h 15 min)

- 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

#### How Payers Respond to Your Product’s Profile (~1 h 15 min)

- 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”*

### 16:00 Close

## Day 2

### 10:00 Talking to Payers (~1 h 15 min)

- 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”*

#### Analysing Payer Behaviour to Predict Market Access (~1 h 15 min)

- A full review of pricing and market access prospects has to take past payer behaviour 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 behaviour, 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 analyse payer behaviour through the Exclusion Charts methodology

### 12:30 Lunch Break

### 13:30 The International Pricing System (~45 min)

- 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

#### Implementing – What is the Maturity Level of Your Company? (~1 h 30 min)

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

#### Final Discussion and Wrap-up (~15 min)

### 16:00 Close

# Registration Form

Complete the below form and email to [aswaan@celforpharma.com](mailto:aswaan@celforpharma.com) or fax to +32 2 721 13 82 or go to [www.celforpharma.com](http://www.celforpharma.com) and complete the online registration form.



**Questions?**

**Annelies Swaan**  
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[aswaan@celforpharma.com](mailto:aswaan@celforpharma.com)

## Course(s)

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

## Registration Fee

Visit our website [www.celforpharma.com](http://www.celforpharma.com) for information about the early bird fee and full fee, group discounts, etc.

## Participant Details

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

## Company Details

Company Name .....  
VAT Number .....  
Invoicing Address:  
Street Address .....  
City/Province .....  
Postcode .....  
Country .....

## Payment

Payment Method  Bank Transfer (+3%)  Credit Card  
PO Number (optional) .....

## Confirm Registration

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](http://www.celforpharma.com/transfer-cancellation-policy)) and Privacy Policy ([www.celforpharma.com/we-value-your-privacy](http://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](http://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](http://www.celforpharma.com/we-value-your-privacy)), of which I accept the terms.