

INTRODUCTION TO PHARMA MARKET ACCESS

29 April 2019

1-Day Course

Overview

In an increasingly cost-conscious health care environment, pharma companies must make a thorough case not only for the clinical, but also the economic value of their products. These days, clinical efficacy alone is not enough; both clinical effectiveness and 'value for money' are essential to make sure the product reaches the patients for whom it is intended.

This one day course will provide those active in, or working with the Healthcare Industry, an **introduction to the Market Access dynamics and challenges**.

Course Objectives

At the conclusion of this course participants will be able to:

- Understand the Market Access landscape and the challenges from a Physician, Patient, Payer and Pharma perspective
- Explain what benefit or improved health outcomes means, including Quality of Life
- Learn the different types of assessments of evidence for economic evaluations, including Health Technology Assessment
- Gain understanding of pricing strategies and appreciate the country system differences

Course Topics

- Introduction to Market Access
- Landscape: Who are the Stakeholders and what are their perspectives
- Health Outcome Assessment types
- Pricing
- Country systems

Who should attend?

This course has been designed for Professionals working in the pharmaceutical industry, particularly those in Drug Development, Regulatory Affairs, Medical Affairs or professionals working with the pharmaceutical industry, who want to learn about the role Market Access plays in providing access of pharmaceutical brands to patients.

Course Leader

Dr Jolanda Groenhuijzen, MD is an independent management consultant operating in the healthcare industry based in Basel. Prior to starting her own business, she was a seasoned healthcare industry professional: her experience includes international operational and managerial roles in Medical, Marketing and Market Access for blue chip companies AstraZeneca, Pfizer and Novartis. She graduated as a Medical Doctor from the Erasmus University in Rotterdam.

Learning Methodology

Interactive sessions with a mix of lecture, case studies to illustrate theory, exercises to test the knowledge and Q&A.

Continuing Education

This course is accredited by the Swiss Association of Pharmaceutical Professionals (SwAPP) and the Swiss Society for Pharmaceutical Medicine (SGPM).



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REGISTRATION FORM

First Name*: _____

Last Name*: _____

Company*: _____

Job Title*: _____

Billing Address*: _____

Telephone*: _____

Email Address*: _____

Background: _____

Experience: _____

Are you a CTC employee? yes no

Are you a SwAPP member? yes no

Are you a SBA member? yes no

What do you expect to get from this course?

Do you require help in finding hotel accommodation?

yes no

Do you wish to receive regular training updates? yes no

I agree to the [terms and conditions](#) yes

REGISTRATION INFORMATION

Date:
29 April 2019 (Mo)

Time:
09:00 – 17:00 hrs

Venue:
CTC AG, Münchensteinerstr. 41, CH-4052 Basel

Directions:
Tram 15, tram stop «Grosspeterstrasse»

Registration Fee: CHF 950.00 + 7.7% VAT
10 % reduction for SwAPP and SBA members

Registration fees include: Course documentation, refreshments, lunch and a course participation certificate.

Payment: After registration you will receive confirmation and an invoice with instructions on how to complete the bank transfer. Full prepayment is needed prior to the course.

Cancellation Policy:

- Cancellations received **more than 14 days before** course: **100% refund** less bank charges & cancellation fee of CHF 50.00
 - Cancellations received **7-14 days before** the course: **50% refund**
 - Cancellations received **7 days before** the course: **no refund**
- In case of no show, no refund will be made.

Please note that CTC reserves the right to cancel this course or to make minor alterations to the content and timing of the programme or to the identity of the speakers. In the unlikely event of cancellation, delegates will be offered a full refund. CTC will not, however, be held responsible for any related expense incurred by the participant.

Transfer Policy

Subject to agreement from CTC Clinical Trial Consulting AG (CTC) prior to the event, the registration may be transferred to another person from the same company or organization at no extra charge. Updated registration information will be required.

Photography and Video Policy

By attending this training, you give permission for pictures, images etc. of you, captured during the training through video, photo, and/or digital devices, to be used by CTC in promotional materials, publications, and website and waive any and all rights including but not limited to compensation or ownership.

Privacy Policy

At CTC, we're committed to protecting and respecting your privacy. To view our privacy policy, go to www.ctcresourcing.com/en/about-us/privacy-policy/

REGISTRATION:

✉ Email: training@ctcresourcing.com

🌐 Internet: www.ctcresourcing.com

☎ Fax: +41 61 695 88 67

If you have NOT received an official confirmation 7 days after registering, please call CTC at +41 61 695 88 66 or send an email to training@ctcresourcing.com. THANK YOU!

These dates do not suite me - Please provide me with new training dates once available:

First Name*: _____

Last Name*: _____

Email Address*: _____