

# INTRODUCTION TO PHARMA MARKET ACCESS

*Date to be announced*

*1-Day Course*

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## Overview

These days, both clinical effectiveness and 'value for money' are essential and pharma companies must navigate an increasingly complex re-imbursement landscape to make sure the product reaches the patients for whom it is intended. This course provides an introduction to the dynamics and challenges of Market Access in assuring pharmaceutical brands reach the patients.

It 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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1-Day Course

### 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: *Date to be announced*

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  
15 % reduction for SwAPP and SBA members  
Special fee for CTC employees

**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 <https://www.ctcresourcing.com/about-us/privacy-policy/>*

### REGISTRATION:

✉ Email: [training@ctcresourcing.com](mailto:training@ctcresourcing.com)

✉ Internet: [www.ctcresourcing.com](http://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](mailto: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\*: \_\_\_\_\_