

This training course will take place in a virtual format via a digital platform

Live virtual Instructor-led Training Course

UNDERSTRANDING PHARMA MARKET ACCESS

Module 1: 18th May 2021 – Module 2: 19th May 2021



Virtual Classroom

Overview

The definition of Market Access is the process to ensure that the right patients who would benefit from a medication, get rapid and maintained access to the medication, at the right price.

These days, both clinical effectiveness and 'value for money' are essential and pharma companies must navigate an increasingly complex re-imburement 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.

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 Modules

- Introduction to Market Access
- Landscape: Who are the Stakeholders and what are their Perspectives
- Health Outcome Assessment Types
- Pricing
- Country Systems

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Who Should Attend?

This course is especially useful to those who want to know what Market Access really is!

It 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

The combination of live trainer interaction, information sharing and opportunities for conversations and discussions of the theory will help ensure you have a comprehensive understanding of the course content.

Technical Requirements

The training will be delivered via digital platform. In order to get access you will need an internet connection, audio (from computer speakers or microphone), and a webcam (standalone or integrated with your monitor/laptop).

Continuing Education

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



UNDERSTANDING PHARMA MARKET ACCESS

2 Modules

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 wish to receive regular training updates? yes no

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

REGISTRATION INFORMATION

Dates: 18th&19th May 2021

Time:
09:00 – 12:30 CET

Delivery method:

Remotely via a digital platform. Delegates will receive login instructions within a week before the course starts.

Registration Fee: CHF 680.00 + 7.7% VAT

15 % reduction for SwAPP and SBA members

Special fees for CTC employees

Special rates available for PhD Students, please contact training@ctcresourcing.com

Registration fees include: Course documentation. Upon completion of the online survey participants will be able to get their certificate of attendance.

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 start date.

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 are 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

✉ 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!