In the competitive world of pharmaceutical sales, understanding the diverse payer, regulators and technical bodies’ landscape and how to inform decision makers - is at the top of the pharmaceutical agenda.

Although everyone seems to be talking about market access, very few are able to define it. Who are the new key stakeholders, exactly? Is it no longer the prescribers that decide which drug a patient should use? Is market access only about containing costs for the public budgets or are the benefits for patients and society as well?

WHAT YOU WILL LEARN

After the course, you will have strengthened your capacity to understand and deal with crucial market access issues. You will have learned about key trends in market access and how market access decisions are made and how the decision frameworks affect requirements for evidence for new health care interventions. You will have:

- Acquired a basic market access vocabulary
- Gained insight into the toolbox of the market access methodologies
- Gotten an overview of the key challenges of market access
- Identified the key stakeholders and their influence on the drug reimbursement and prescription process some of the most important markets (e.g. US, UK, Germany and Denmark)
- Gained an understanding of payers’ perspective of key markets and of new reimbursement models which are impacting market access
- Developed skills that will allow you to generate, apply and present real world evidence to maximizemarket access strategy
- Integrated competencies on how to demonstrate product value

COURSE CONTENT

The course starts with an overview of the key stakeholders and current trends in the global market access of pharmaceuticals followed by a review of the hot topics, challenges and relevant issues through a combination of lectures, discussions, group work, and case studies.

The topics include:

- Introduction to market access - marketing trends, defining global market access for the 21st century, its importance for optimizing product launches and its implications for the entire organization
- Core concepts of market access: Defining the concepts, theories, and methods relevant for the pharmaceutical industry
- Value generation: The role of clinical trials, real-world evidence, life-cycle management, and health economics
- Stakeholders: Who they are, their perspectives, how and when to engage with payers
- Health economic aspects of market access: Economic and financial considerations, core concepts and vocabulary
- Pricing and reimbursement: Global vs. local optimization, reference pricing systems in various markets

Learn and discuss with international experts on market access. Develop the market access strategy that best responds to the demands of ever changing political settings, healthcare systems and emerging key influential institutions.
The course exceeded my expectations and gave me a lot of new ideas to my daily work. Thank you.

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