COPENHAGEN SUMMER UNIVERSITY

21 - 25 AUGUST 2017 / UNIVERSITY OF COPENHAGEN

MARKET ACCESS FOR PHARMACEUTICAL PRODUCTS – TRENDS AND CHALLENGES

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.

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

"The course exceeded my expectations and gave me a lot of new ideas to my daily work. Thank you."

Martti Höglund, Market Access Manager, Alcon Nordic A/S.

- Important decision makers in Germany and the UK
- Trends in the US market: Value frameworks, the ICER Institute and its influence
- Patient centricity – the importance of understanding that the end-user must be the focal point of the entire process

PARTICIPANTS

The course is intended as continuing professional development for professionals in the pharmaceutical industry, particularly in regulatory affairs, medical affairs and sales and marketing, including decision-makers and administrators in the public and private sectors. The course offers an excellent introductions for those less familiar with market access and will provide a deeper understanding for those with experience within administration and marketing. Please note, however, that the course is not an advanced course for market access specialists.

The course is preapproved as an elective in the Master of Industrial Drug Development (MIND) programme and the Master of Medicines Regulatory Affairs (MRA) programme.

Participants must:

- Hold a relevant bachelor degree or equivalent
- Have a minimum of 2 years of relevant job experience
- Have a proficiency in English

COURSE DATES

5 days, 21 – 25 August 2017, 9:00 – 16:30 at the University of Copenhagen, Frederiksberg Campus.

COURSE DIRECTORS

Lourdes Cantarero Arévalo, Assistant Professor, Department of Pharmacy, University of Copenhagen

Marlene Gyldmark, Head of Modelling, Outcomes Research, Statistics and Epidemiology, F. Hoffmann-La Roche AG

OTHER COURSE TEACHERS

Anne Koldby, Value Demonstration Manager, F. Hoffmann-La Roche AG

Guillaume Dedet, Technical Officer Health Technology and Pharmaceuticals, Division of Health Systems and Public Health, World Health Organization, Regional office for Europe

Edith Frénoy, Director Market Access/HTA EFPIA, European Federation of Pharmaceutical Industries and Associations

Adri Tolstrup, Director Public Affairs, Global Market Access Novo Nordisk A/S

Joshua Ray, Head of Health Economics, MORSE, F Hoffmann – La Roche, Basel, Switzerland

Daniel Suhr, CEO, Two Scenarios

Tove Holm-Larsen, Managing Director, Pharma Evidence

Mette Hammer, Global Market Access Director, HEOR GLP-1 & Biopharm, Global Marketing, Novo Nordisk A/S

Linus Jönsson, Market access in CNS disorders Vice President, Medical & Regulatory Sciences, H. Lundbeck A/S Karolinska Institutet, Stockholm, Sweden

Claus Andersen, Market access Director, F. Hoffmann-La Roche AG

Rafael Bengoa, professor, Former Director of Health Systems, World Health Organization

Additional speakers will be included.

EXAM ASSESSMENT

Type of exam assessment: Written assignment.

An essay (case study) based on an extended literature list. The essay must be 8-15 pages.

Deadline for submission in Digital Eksamen: 2 October at 2 p.m.

COURSE FEE

EUR 2,600/DKK 19,000. The fee includes teaching, course materials, and all meals during the course and examination.

MORE INFORMATION AND REGISTRATION:
copenhagensummeruniversity.ku.dk