



Pharma Pricing - Reimbursement, Market Access and Regulatory Strategies

LIVE ONLINE TRAINING

26 - 29 February 2024 | 10 - 13 September 2024



Live Digital

REGISTER NOW

www.informaconnect.com/academy

Course Information

LIVE ONLINE TRAINING	February 2024	Part 1	26 February	Part 2	27 February	Part 3	28 February	Part 4	29 February	10am - 2pm AEDT
	September 2024	Part 1	10 September	Part 2	11 September	Part 3	12 September	Part 4	13 September	11am - 3pm AEST

Key Learning Objectives

- Understand basic concepts related to access to essential medicines, transparency, and the pharmaceutical value chain
- Understand different pharmaceutical pricing and reimbursement policies
- understand the key components of Health technology assessment
- Explore methods of conducting an assessment
- identifying strategies to ensure timely market access
- Formulary Management

Who Will Benefit

- Pricing, Market Access Professionals who want to learn about regional markets
- Regulatory professionals who want to learn about commercial issues
- Strategic planners who want to know where they might go next
- Those who want insight into the way that markets influence each other
- Anyone who wants to understand global pricing issues

Meet Your Course Director



Dr. Salma Michor

(PhD, MSc, MBA, CMgr, RAC-Treasurer), CEO, Michor Consulting

Salma has advised numerous global clients across Pharmaceutical, Medical and Food industries, including J&J, Novartis, Pfizer and Shire and many more. She had previously worked for Torrex-Chiesi (Chiesi Farmaceutici S.p.A); Wyeth Whitehall Export, and Croma Pharma GmbH and had been the Director of Global Supporting Operations – Medical Devices and Pharmaceuticals (Ophthalmology & Orthopedics) where she was in-charge of technical and leadership of four departments – including Regulatory Affairs and Compliance; Medical and Vigilance; Change Control and Life Cycle Management; as well as Packaging and Pharmaceutical editing. Her duties included overall leadership & personnel management, budgeting and strategic planning, liaison with external contractors, doctors and customers in 60 countries worldwide. Here she also gained first-hand experience with submission of clinical trials phases:I-III as well as turnaround management of post-Mergers and Acquisitions integration operations.

Her experiences include:

- Post-acquisition phase-out and closedown after M&As
- Managing DCP registrations
- Consolidation of Multi-language labelling texts for pharmaceutical products and medical devices
- Forming clinical and registration strategies for medicinal products (combination, generics)
- Labelling compliance for drugs & food supplement
- Authoring CMC sections for drug products or drug/device combination products
- Preparing pharmaceutical and medical device companies for internal and FDA audits
- Managing large company-wide compliance projects (CAPA, GMP, ISO, etc)
- Preparing companies in 3rd countries for EMA, MHRA and AGES inspections and managing the whole biotech registration and clinical testing in the EU

Course Information

Course Outline

About the Course

Whilst significant opportunities exist in emerging markets, the heterogeneous nature of pricing & reimbursement environment causes enormous uncertainty to commercial success. This interactive programme has been built to enable attendees navigate through such complex policies, reimbursement systems and competition in pharmaceutical industry globally with spotlight in Asian countries. To help you develop successful market access strategies, this leading masterclass brings together practical case studies of numerous drug segments, including orphan drugs, oncology, biosimilars, generics, OTC among others.

DAY 1

PHARMA PRICING – REIMBURSEMENT

- Introduction into reimbursement
- The pharmaceutical value chain
- Challenges for ensuring access to medicines
- Rationale for price regulations
- Pricing policies for new medicines and for generic and biosimilar medicines

Practical exercise

DAY 2

HEALTH TECHNOLOGY ASSESSMENT

- Introduction to HTA
- Core Concepts and Approaches to Early-Stage HTA
- Health Economics and Value Assessment Frameworks
- HTA High Versus Low-income Countries
- High-priced medicines, shortages, HTA
- Price regulation, and co-payment policies
- Projects and initiatives (e.g. WHO, Pharmaceutical Strategic for Europe, other regions)

Practical exercise

DAY 3

MARKET ACCESS

- The patterns in pricing & reimbursement systems and processes in different countries
- Market access challenges and opportunities
- Payers and the decision-making processes
- Who are the stakeholders across functions.
- Risk mitigation

Practical exercise

DAY 4

REGULATORY STRATEGIES

- HTA and Regulatory strategies
- Knowing the stakeholders
- Engaging with regulators
- Avoiding market access pitfalls

FORMULARY MANAGEMENT

- ASEAN case study
- Rational selection of products methodology
- How drug selection works at national, regional and hospital level
- Procurement models and consortium
- Final negotiations international aspects
- Strategic Pharma Pricing Roadmap • ASEAN's response to "Early Market Access"

Practical exercise

Pharma Pricing - Reimbursement, Market Access and Regulatory Strategies

LIVE ONLINE TRAINING

26 - 29 February 2024 | 10 - 13 September 2024

Easy Ways to Register



www.informaconnect.com/academy



+61 (02) 9080 4399



training@informa.com.au

Pharma Pricing - Reimbursement, Market Access and Regulatory Strategies

Course Code	Location/ Format	Course Parts	Course Dates	Standard Price		Great Savings: When you book 4 or more participants! Call us today on +61 (2) 9080 4399 or email training@informa.com.au to take advantage of the discount offer.
P24GL35AUUV	Live Digital	All 4 Parts	26 - 29 February 2024	\$2,995 + \$299.50 GST	\$3,294.50	
P24GL35AU02V	Live Digital	All 4 Parts	10 - 13 September 2024	\$2,995 + \$299.50 GST	\$3,294.50	

Terms, Privacy Policy & Updating Your Details: Please visit us at www.informaconnect.com/terms-and-policies for terms and conditions and privacy policy.

Database amendments can be sent to database@informa.com.au or call **+61 (2) 9080 4399**.

ABOUT INFORMA CONNECT ACADEMY

Informa Connect

Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ON-SITE & CUSTOMISED TRAINING

Informa Connect Academy has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants. If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

WHY CHOOSE ON-SITE WITH INFORMA CONNECT ACADEMY?

- 1. Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
- 2. Quality assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
- 3. On-site training** is a cost effective way to train your people and achieve your defined outcomes.

Speak with **Sushil Kunwar** on **+61 (2) 9080 4370** to discuss your customised learning solution, or email inhouse@informa.com.au



+61 (02) 9080 4399



training@informa.com.au



www.informaconnect.com/academy