

Address and overcome challenges caused by increased market access complexity

This year's conference will help inform your strategic decision making so you can prepare your market access strategy for the evolving global healthcare market.

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/EINPresswire.com/ -- Recent advances in the sophistication of HTA analysis and modelling, flexible pay for performance models, risk-sharing and value-based pricing schemes have become increasingly important to mitigate payer risk and allocate financial resources to the areas of pressing need. [Savings and outcome improvements](#) can also be

found through finding efficiency gains at the healthcare delivery level, providing the right incentives for prescribers and improving patient adherence.

SMi's 21st annual European Pharmaceutical [Pricing & Reimbursement](#) conference, taking place on 5-6 October 2015 in London, will provide the ideal platform for payers and other decision makers from both public and private organisations, to benchmark with peers internationally and provide pharma companies with an invaluable insight into the decision making processes and approaches of these vital stakeholders.

The two-day conference programme will help further your understanding and enable you to develop best practice approaches to such complex [market access and pricing](#) challenges, with the ultimate goal of encouraging innovation and improving patient access to novel and powerful medications.

Speaker Panel includes:

- Leslie Galloway, Chairman, Ethical Medicines Industry Group
- Alexander Natz, Secretary General, European Confederation of Pharmaceutical Entrepreneurs
- Janice Haigh, Practice Leader Market Access, Quintiles
- David Watson, Director of Pricing & Reimbursement, ABPI
- Ken Walsh, Head of Emerging Markets Pricing, GSK
- Toros Sahin, Head of Market Access & Health Economics, Sanofi Turkey
- Alexander Roediger, Director European Union Affairs, MSD
- Leyla Hannbeck, Head of Pharmacy, National Pharmaceutical Association Ltd
- Eric Low, CEO, Myeloma UK
- Maggie Dolan, Regional Pharmacy Procurement Specialist, NHS Commercial Solutions

To view the full speaker line-up and conference programme, visit



<http://www.pharmaceuticalpricing.co.uk/einpresswire>

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