

Develop new Market Access models for Orphan Drugs and Receive Case Studies from MSD, Sanofi and GSK

This year's conference will address the impact of Biosimilars and Orphan Drugs on P&R, Case Studies in Reforms, Purchasing Mechanisms and Working with Payers.

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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 pharmaceutical 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 & pricing challenges](#), with the ultimate goal of encouraging innovation and improving patient access to novel and powerful medications through case studies presented by GSK, Sanofi, MSD and more who will be presenting at the two-day conference. Unique perspectives will also be provided on:

- Evaluating new models for European reimbursement
- Tiered pricing options with a case study from GSK
- Health Technology Assessment policies
- Changes in UK Pricing & Reimbursement policy following the 2015 UK General Election with presentations from industry bodies like EMIG and the ABPI

Furthermore, SMi Group are delighted to announce that Quintiles' Practice Leader - Market Access, Janice Haigh, will be leading a presentation titled 'Developing new Market Access models for Orphan Drugs' at SMi's European Pharmaceutical Pricing & Reimbursement conference on Day 1. She will be sharing her insight on the following topic areas:

- Principal aspects of policy and practice associated with orphan drugs and treatments of rare disease

- Perspectives for 2015 on new and emerging approaches for addressing patient access
- Are payers treating orphan drugs differently?

Plus, don't miss out on case studies from MSD, Sanofi and GSK at SMI's 21st annual European Pharmaceutical Pricing & Reimbursement:

The Impact of [Biosimilars and Orphan Drugs](#)

The Impact of Biosimilars of the Market

- Analysing the characteristics of biosimilars and the development of the EU's biosimilars market
- Exploring the likely impact of biosimilars on future pharmaceutical budgets based on different scenarios and models
- Identifying opportunities and challenges for industry, patients and payers, as well as appropriate pricing and reimbursement options – sustainable competition as a realistic option?

Alexander Roediger, Director of European Union Affairs, MSD

Purchasing Mechanisms and Working with Payers

Tiered Pricing

- Increasing market access through the development of Tiered pricing
- Understanding new mechanisms to accessing a challenging market
- Developing socioeconomic methodologies to increase medication access

Ken Walsh, Head of Emerging Markets Pricing, GSK

Case Studies in Reforms

Market Access in Turkey: Risks and opportunities in the post Healthcare Transformation Era

- Overview of Turkish Market Access & Healthcare Environment
- Basics of the Turkish Pricing & Reimbursement System
- Changing dynamics of the reimbursement system: Alternative models
- Government's mid-long term vision on pharmaceutical industry

Toros Sahin, Head of Market Access & Health Economics, Sanofi

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

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

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