

Discuss pharmaceutical market access strategies with MSD, Sanofi and GSK

SMI's 21st annual European Pharmaceutical Pricing and Reimbursement conference will address market access challenges and details how to overcome them.

LONDON, ENGLAND, UNITED KINGDOM, August 24, 2015 /EINPresswire.com/ -- The [global pharmaceutical market](#) is set to reach an astounding value of \$1.25 trillion by the year 2018. Optimising your [market access](#) efforts and aligning activities across markets is more important than ever. At the same time, the rise of the emerging markets means that global

market access teams are looking after a wider range of markets.

Against this backdrop, SMI's 21st annual European Pharmaceutical [Pricing and Reimbursement](#) conference, taking place on 5-6 October 2015 in London, will detail market access strategies as MSD, Sanofi and GSK share case studies on:

- Analysing the characteristics of biosimilars and the development of the EU's biosimilars market
Alexander Roediger, Director of European Union Affairs, MSD
- Tiered Pricing
Ken Walsh, Head of Emerging Markets Pricing, GSK
- Market Access in Turkey: Risks and opportunities in the post Healthcare Transformation Era
Toros Sahin, Head of Market Access & Health Economics, Sanofi

View the full session details, complete speaker line-up and two-day conference programme at <http://www.pharmaceuticalpricing.co.uk/einpresswire>

The event which has now been running for over 2 decades will provide exclusive case studies on the latest HTA regulation developments and other challenges associated to different geographical areas - including the UK, Germany, Turkey, Italy, Japan and more.

Vinh Trinh
SMi Group
+44 (0) 20 7827 6140
email us here



This press release can be viewed online at: <http://www.einpresswire.com>

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