

2nd Annual Pharma Pricing, Reimbursement & Marketing Access 2016

Critical guide for successfully identifying your pricing, reimbursement and market access strategies

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/EINPresswire.com/ -- Pricing and [market access](#) (P&MA) are key concerns for the pharma industry as healthcare budgets remain to tighten and the value of advanced drugs, particularly in areas of high unmet need, becomes infinitely solidier to assess. Pharma and payers are forceful to find a balance between budget management and patient access. Pricing has consistently been a pressure point. This is even more risky today with the shift to specialty products and treatment of rare diseases. As P&MA becomes central to commercialization,

P&MA as a function is crucial to achieving leadership through this challenging environment. However, it is vital that we not just identify trends – but as an industry we stay ahead of them and even influence their evolution. P&MA cannot be just a source of expertise within pharma – it needs to be a active leader of business results, shaping the future and engaging with stakeholders, and influencing decision-making.

This conference will provide an overview of global pricing, market access systems and cost management techniques, as well as in-depth discussion of some of the most current trends and changes. This Conference will bring together top pharmaceutical, biotechnology and regulatory representatives under one roof that will address the key issues of the industry. It will be studied with the help of case studies and industry experiences. Following a raft of health policy reforms impacting pharmaceutical pricing in almost every major country in the EU, it gives me great pleasure in welcoming all of you to the Virtue Insight's [2nd Annual Pharma Pricing, Reimbursement & Market Access 2016](#). I wish and pray that all our efforts will be beneficial to our industry and to our country at large.

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