

Current Trends in Health Technology Assessment

Quintiles, Alcon and Novartis to present case studies on HTA at European Pharmaceutical Market Access, Pricing and Reimbursement (10–12 Oct 2016, London, UK)

LONDON, UNITED KINGDOM, July 25, 2016 /EINPresswire.com/ -- The [22nd annual conference](#) will gather industry experts to discuss current challenges in European market access, pricing and reimbursement, emerging market's regulatory framework, cancer drug funding, budget cuts and Accelerated Access Review in the UK.

SMi Group is proud to have Simone Breitkopf, Head HEOR, Governmental and Public Affairs, Alcon presenting on current trends in Health Technology Assessment (HTA). Simone will be discussing synergy between payers and European HTA bodies, current

requirements for harmonisation of HTA and challenges associated with this. Furthermore she will focus on early dialogue for medical devices.

Janice Haigh, Practice Leader, Quintiles will be leading post - conference workshop entitled: Managing the global to local challenge. Audience will learn how to get all required information for HTA submission; and how to use HTA knowledge to drive drug usage at the desired price.

Post - conference workshop on HTA and reimbursement decisions for innovative medicines will be presented by Patrick Mollon, Former Director of Health Economic & Outcomes Research, Novartis; HEOR Director, PMHE2020.

For further information please visit: <http://www.pharmaceuticalpricing.co.uk/ein>

KEYNOTE SPEAKERS IN 2016 INCLUDE:

- Ulf Staginnus, Head Market Access Oncology, Region Europe, Baxalta
- Gordon Spencer, Regional Market Access Lead EU & Canada, Shire International GmbH
- Alexander Natz, Secretary General, EUCOPE
- David Watson, Director of Pricing and PPRS, Association of the British Pharmaceutical Industry
- Panos Kefalas, Head of Health Economics and Market Access, Cell & Gene Therapy Catapult



SMi's 22nd annual conference
**European
Pharmaceutical
Market Access,
Pricing and
Reimbursement**

10 - 11 October 2016
LONDON, UK

www.pharmaceuticalpricing.co.uk

- Ken Walsh, Senior Principal, Global Payer Strategy Consulting, Evidera
- Smita Sealey, UK Engagement Manager, Market Access, IMS Health
- Rasmus Jensen, Owner; Former Director and Head of Market Access, Drewes Jensen Consult; Lundbeck

For media enquiries please contact Anna Serazetdinova on +44 20 7827 6180 or aserazetdinova@smi-online.co.uk

For delegate enquiries contact Fateja Begum +44 (0) 20 7827 6184 or email fbegum@smi-online.co.uk

For sponsorship opportunities contact Alia Malick on +44 (0) 20 7827 6168 or email: amalick@smi-online.co.uk

---- END ----

About SMi Group: Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries. We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. More information can be found at <http://www.smi-online.co.uk>

Anna Serazetdinova
SMi Group Ltd
+44702078276180
email us here

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

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.