

Market Access Strategies – Pricing and Reimbursement Landscape in the European Pharmaceutical Market next week in London

SMi Group reports: 22nd annual European Pharmaceutical Market Access, Pricing and Reimbursement conference will be returning to London next week.

LONDON, UNITED KINGDOM, October 3, 2016 /EINPresswire.com/ -- Payers continue to play an important role in [market access](#). Products are increasingly being rejected for reimbursement, adversely affecting the market share of these products. (Source: Medgadget, Sept 2016).

SMi's 22nd annual European Pharmaceutical Market Access, [Pricing](#) and Reimbursement conference will gather leading industry experts next week in London to discuss the questions such as:

- What strategies can pharmaceutical companies implement in order to

overcome the challenges?

- What are the current trends in Health Technology Assessment?

- What are the pricing and reimbursement policies in the US, UK, Turkey, Nordic countries and Japan?

Alexander Natz, Secretary General, EUCOPE will be presenting current challenges in European market access, pricing and reimbursement at the day 1 of the event. Alexander will discuss a better understanding of pricing issues: Euripid Database, EUnetHTA and differential pricing vs international reference pricing.

Simone Breikopf, Head HEOR, Governmental and Public Affairs, Alcon will be focusing on current trends in Health Technology Assessment (HTA): synergy between payers and European HTA bodies, current requirements for harmonisation of HTA and challenges associated with this, early dialogue for medical devices.

Furthermore, an updates from U.S., Turkey, Japan and Nordic countries will be presented. Donald Macarthur, Adviser, Proceutica will present the Turkish story on market access. Updates from the U.S. will be discussed by Ken Walsh, Global Pricing & Market Access Associate, Navigant. Spotlight



address: Japan 2016 P&R reforms will be presented by Donald Macarthur, Global Pharmaceutical Business Analys. Rasmus Jensen, Owner; Former Director and Head of Market Access, Drewes Jensen Consult; Lundbeck will be providing a Nordic update – market access outlook.

The event will feature two exclusive post-conference workshops:

A: HTA and reimbursement decisions for innovative medicines. Workshop Leader: Patrick Mollon, Former Director Global Health Economics & Outcomes Research, Novartis; HEOR Director, PMHE2020

B: Managing the global to local challenge (Get all required information for HTA submission) Workshop Leader: Janice Haigh, Practice Leader, Quintiles

The event is only 1 week away - places are filling fast!

For more information visit: www.pharmaceuticalpricing.co.uk/ein

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