

# Pharmaceutical Pricing & Market Access: Agenda Out for 2017 featuring FDA, Lundbeck, Shire, Teva, Sanofi and Allergan

*FDA to open SMi's 23rd annual  
conference on Pharmaceutical Pricing  
and Market Access in Central London*

LONDON, ENGLAND, UNITED  
KINGDOM, May 2, 2017

/EINPresswire.com/ -- SMi Group have released an agenda for the 23rd annual conference on [Pharmaceutical Pricing & Market Access](#) which will take place on 11th and 12th October 2017 in Central London.

Mounting criticism from a surge in the price of drugs has added growing pressure on pharmaceutical companies and manufactures to limit future price increases and on payers to be more cost-effective in their approach to setting budgets and managing costs. What can be done by all stakeholders for the industry to achieve efficient reimbursement and for patients to gain access to affordable medication?

Tailored for an audience of market access, pricing, health economic and regulatory experts, [Pharmaceutical Pricing & Market Access 2017](#) will look to attack these challenges head on by preparing attendees to develop a successful market access strategy through a detailed understanding of the payer landscape.



I would definitely recommend  
this conference to colleagues”  
*Amgen - Previous Attendee*

Agenda highlights include:

- A regulatory perspective on developing a strong market

access strategy presented by the FDA in an opening keynote address.

- Case study insight into how manufactures plan to limit further price increase.
- A progressive outlook into the future of pharmaceutical pricing & reimbursement (P&R).
- Talks surrounding strategic partnerships with payers, data providers and health stakeholders. Collaboration between HTA and regulatory agencies will also be discussed.
- Global case studies on translational market access, international reference pricing and value based pricing.



- A spotlight on Real World Evidence (RWE) and implementing real world data.
- An update on growing markets such as orphan drugs, biosimilars and gene therapy.
- Best practice on optimising meaningful patient engagement opportunities.

Featured speakers will include:

- Barbara Jaszewski, VP Global Pricing and Market Access, Lundbeck
- Nneka Onwudiwe, PRO/PE Regulatory Review Officer, FDA
- Patrick Mollon, Director Health-Economics, Outcomes Research & Epidemiology, Shire
- Fabrizio Zucca, Director Patient Access, Sobi
- Klaas Postema, Sr Director Market Access & Pricing Generics Europe, Teva
- Mercedes Prior, International Market Access Director, Grifols
- Anne Marciniak, Senior Director, International HEOR, Allergan
- Ritva Lehtonen, Market Access & External Affairs Director, Sanofi

Further information including a detailed agenda and full speaker line-up is available at [www.pharmaceuticalpricing.co.uk](http://www.pharmaceuticalpricing.co.uk)

23rd annual Pharmaceutical Pricing and Market Access  
11th & 12th Oct 2017  
Holiday Inn Kensington Forum, London, UK

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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>

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