

8 Takeaways from 23rd Annual Pharmaceutical Pricing & Market Access Industry Summit

Teva, Shire, Grifols, Allergan and Sanofi address key areas surrounding legislation, market entry and pricing & reimbursement

LONDON, ENGLAND, UNITED KINGDOM, June 19, 2017

/EINPresswire.com/ -- SMI REPORTS: Growing concern from a surge in drug prices has added mounting pressure on payers and pharmaceutical manufacturers to make new therapeutics affordable. Gathering case studies from leading experts in the field, [Pharmaceutical Pricing and Market Access 2017](#) will gather an audience of market access, pricing and regulatory stakeholders with a collaborative goal of providing cost effective drugs.

Taking place this October, SMI's 23rd annual industry summit will return to Central London to address key areas surrounding legislation, market entry and pharmaceutical pricing and reimbursement. Drawing expertise from the likes of Teva, Allergan, Shire, Mylan, AstraZeneca, Sanofi and more, the [agenda for 2017](#) will guide attendees to:



SMi Presents the 23rd Annual Conference....

Pharmaceutical Pricing & Market Access

Holiday Inn Kensington Forum,
London, UK

11TH - 12TH
OCT 2017

www.pharmaceuticalpricing.co.uk 

23rd Annual Pharmaceutical Pricing and Market Access

1. Increase compliance and navigate the regulatory landscape
2. Develop strategies for market access and expansion through insight into target audiences
3. Support a strong value proposition with economic evidence
4. Utilise strategic partnerships with payers, data providers and health stakeholders
5. Drive commercial competitiveness by examining growing markets
6. Make informed decisions through patient engagement opportunities
7. Strengthen strategic capabilities in translational market access, international reference pricing and value based pricing
8. Implementing real world data into pricing and utilising Real World Evidence (RWE) for payer decision making



I would definitely recommend this conference to colleagues"
Amgen - 2016 Attendee

Further information including a detailed agenda and full speaker line-up is available at 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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Contact Information:

For media enquiries contact Teri Arri on Tel: +44 (0)20 7827 6162 / Email: tarri@smi-online.co.uk
For all other enquires contact the team on Tel: +44 (0)20 7827 6000 or email events@smi-online.co.uk

About SMi Group:

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Teri Arri
SMi Group
2078276000
[email us here](#)

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