

# Q&A Released with Pharmaceutical Pricing Pioneer, Anita Burrell Ahead of 23rd Annual Pricing and Market Access Summit

*Pharmaceutical pricing expert speaks to SMI Group in the run-up to her featured address on RCT constraints*

LONDON, ENGLAND, UNITED KINGDOM, August 15, 2017

/EINPresswire.com/ -- SMi Group are thrilled to release an interview with Anita Burrell, ahead of her presentation on the constraints of RCT's at the 23rd annual industry summit on [Pharmaceutical Pricing & Market Access](#) this Autumn.



The video player thumbnail features a green header with the SMi logo and the text "Q&A RELEASED AHEAD OF PHARMACEUTICAL PRICING & MARKET ACCESS 2017". The main content area has a dark blue background with a white play button icon and a quote: "The question over value based prices has been raised since we had formal HTA but the new frameworks are an interesting extension using different viewpoints to try to look at this problem. Similarly, we have seen indication specific pricing raised before but there have been some recent examples of this being tested in the marketplace." Below the quote is a green button that says "READ THE FULL INTERVIEW". To the right of the quote is a small portrait of Anita Burrell, with her name and title "Anita Burrell Founder and CEO Anita Burrell Consulting" below it. At the bottom of the thumbnail, it says "P&R 2017 | Q&A with Anita Burrell".

With significant breadth of experience in establishing value evidence across the top 10 therapeutic areas and former senior roles in commercial operational effectiveness at Sanofi-Aventis, Anita is a market access pioneer renowned for promoting multi-functional interaction and consistently delivering products to launch in advance of schedule.

“

...we are willing to use RWE to inform clinical studies in a way that was not embraced before”

*Anita Burrell*

Focusing on collaboration, the presentation will offer attendees with guidance into overcoming challenges presented by RCT constraints.

Understanding the major decision points during development will be a key focus, as will hearing about putting commercial and market access issues into clinical development decision making. A selection of examples in what are others are doing

to really impact the development process beyond patient centricity, will be just some of the highlights in her talk.

In the run up to the event, SMi Group caught up with Anita to discuss the promises and challenges of Real World Data (RWD) and current industry developments.

From the answers provided, it is apparent that RWD remains the bread and butter of health economists to interweave the promise of clinical effect into a potential impact on the real world when speaking to payers.

“The difference now is that we are willing to use RWE to inform clinical studies in a way that was not embraced before. We can use these observations to understand potential differences in outcomes and enhance the likelihood of success. Similarly, we have moved away from a simple signal of safety in post marketing to explore relative effectiveness and these are true advances. The challenge is the flipside of the coin since the data we are looking at is by nature likely to be confounded. Even worse

we know that the way the healthcare system incentivises providers may have affected coding and of course coding is not outcomes. There are ways to account from these downsides but it is always worth considering the potential challenges before embarking on data collection in any sense.”

The full interview is available to read in the event download centre.

SMi's 23rd annual conference on Pharmaceutical Pricing & Market Access will take place on 11th & 12th October at the Holiday Inn Kensington Forum in London, UK.

Further details are available online at [www.pharmaceuticalpricing.co.uk](http://www.pharmaceuticalpricing.co.uk)

The notable speaker line-up will also include senior representatives from Allergan, Mylan, Lundbeck Denmark, LEO Pharma A/S, Teva, Grifols, Shire, Sanofi, Hemofarm, Norwegian Medicines Agency, AstraZeneca.

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#### About SMi Group:

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