

Advanced Market Access

“No problem can withstand the assault of sustained thinking”



Re:thinking by Voltaire

 **GALBRAITH**
WIGHT Re:thinking

Business School

Advanced Market Access

What will I learn?

A detailed understanding of where, when and how in the R&D process to build the evidence payers require for market access, and turn this into a compelling Value Dossier. In addition you will learn innovative pricing techniques and risk share & early access schemes

Is the programme for me?

This course is essential for anyone involved in or providing input to the R&D process in global, region and country roles. This course is also vital for those managers engaged in developing the evidence and communications for payers. Key learning outcomes for each module are detailed in the table on the following page

What does it cost?

£1,600 per person for a two day course led by a Market Access expert with wide ranging experience of working on Market Access issues.

Is it all classroom based lectures?

No.

There is some lecture based learning, but there are also workshops and discussion led sessions which allow you to explore and develop a greater understanding of the principles being taught.

Case studies are used within the programme to add depth and breadth to the learning experience

What extra will I gain from the programme?

- Gain full understanding of how to generate the right TPP and the evidence for Market Access in the R&D process using Decision Gates™
- Develop a robust Value Dossier which meets your market access customers' requirements
- Build a robust clinical development programme which achieves reimbursement not just marketing authorisation
- Develop value-based pricing, early access and risk share schemes with secure market access for your brands

Advanced Market Access

DAY ONE

Module 1: Building Market Access Requirements into R&D Decision Gates

- Access the R&D development process in terms of a series of Decision Gates
- Predict the necessary timings & explain the rationale for market access requirements to be built into R&D Decision Gates
- Build a set of market access requirements into a set of R&D Decision Gates
- Describe and assess the tools & processes which would be appropriate to use at different Decision Gates to build market access requirements into the development programme
- Describe and evaluate the cross-functional and project management organisational needs to ensure that market access requirements are successfully embedded within the development process

Module 2: Building the Clinical Development Programme to meet Market Access Requirements

- Define and illustrate the scope and nature of requirements for clinical study design to satisfy Market Access stakeholder requirements
- Assess how these market access requirements will specifically impact the future scope, design and cost of Phase II, Phase III and Phase IV studies
- Formulate and appraise a Phase III clinical trial programme for a specific brand to meet market access requirements
- Explain and evaluate the role of meta analyses and indirect comparisons in market access decision, and how trial design can allow for these requirements
- Assess and explain how these requirements are likely to evolve over the next 5 years

DAY TWO

Module 3: Building the Market Access Value Dossier & Budget Impact Models

- Explain the purpose, content and scope of the Value Dossier
- Critically evaluate a Value Dossier and identify at least three methods to improve it
- Define the purpose and scope of a budget impact model, assess the different methods used to construct them, and the types of cost to be included or excluded from a model

Module 4: Risk Share Schemes and Patient Access Schemes in Market Access

- Explain the purpose and types of risk share & patient access schemes in operation
- Critically evaluate risk share schemes from a Payer's perspective at national and local level
- Explain the circumstances under which a risk share scheme would be appropriate
- Critically evaluate a risk share scheme from a company's perspective and make recommendations to improve it

ACTION PLANNING

Advanced Market Access

Registration Form

To register, please complete and return this form by fax - 01323 482 287 , email - g.gooseman@galbraithwight.com, or post - GalbraithWight, GalbraithWight House, Chaucer Business Park, Dittons Road, Polegate, East Sussex, BN26 6JF

Delegate Name:		Job Title:
Tel:	E-Mail:	Mob:
Manager' s Name:		Job Title:
Tel:	E-Mail:	Mob:
Company Name:		Invoice Address:
Purchase Order No:		

Please circle the appropriate box(es) below to indicate the course(s) you wish to attend

Course Title	2011 Dates	Course Fee (excl. VAT)
Advanced Market Access	17th - 18th February	£1,600 pp
	19th - 20th May	

Please note: ALL THE ABOVE COURSES ARE NON-RESIDENTIAL
Venue: GalbraithWight Training Centre, East Sussex, United Kingdom

Terms and Conditions
Payment: To ensure your place please remit a cheque for the full amount with your registration form to the above address. Alternatively if you wish to pay via BACs please supply a purchase order number with your registration form. Payment must be received in full 1 month prior to the programme start date.
Cancellation Cancellation 42 days* or more before course start date - full refund Cancellation 22-41 days* before course start date – payment of 50% of total course fee Cancellation within 21 days* of course start date – payment of 100% of course fee
Postponement Delegates may move to an alternative course without financial penalty if the alternative course takes place within 90 days* of the original course dates or is the next available course (if this is over 90 days*). Full payment must have been received to enable transfer.
*Days are elapsed days, inclusive of weekends and public holidays