

Generic Drugs: Market Access and Pricing in Europe

Germany, France, Italy, Spain, UK

TOPICS

- Overview of European generic drug markets - similarities and differences
- A more detailed look at Germany, France, Italy, Spain and UK
- Generic tenders
- Reference pricing
- Role of parallel imports

YOUR SPEAKERS



Peter Wittner
Interpharm Consultancy,
Raanana, Israel
Independent consultant



Raphael Reitmeyer
Viartis Pharma GmbH
Team Lead Contract Management

Generic Drugs: Market Access and Pricing in Europe

Aims and objectives

Drug market access and pricing are complex matters and require careful preparation. Knowledge of the underlying health systems and the different, mutually influential pricing systems in European countries is essential.

Our online seminar will provide the most essential information for success in generic drug market access and pricing in Europe, namely an overview of the situation in Europe followed by a more detailed look at the individual countries – Germany, France, Italy, Spain and the UK.

Who should attend?

This online seminar is intended for specialists and managers in the pharmaceutical industry, in particular for those employees involved in generic drug market access and pricing.

YOUR SPEAKERS



Peter Wittner
Interpharm Consultancy,
Raanana, Israel

Peter Wittner is an independent consultant specialising in the commercial aspects of generics and biosimilars with nearly 40 years' pharmaceutical experience. The major part of this has been spent in the generic industry. He was Managing Director for the UK subsidiary of the Indian generic leader Ranbaxy. Before that, he was head of the European Sales & Marketing departments of the UK generics companies Evans Medical and H.N. Norton.



Raphael Reitmeyer
Viatriis Pharma GmbH

Raphael Reitmeyer has been working in tender management in the pharmaceutical industry since 2018. Since June 2022 he has held the position of Team Lead Contract/Tender Management at Viatriis.

Your benefits

The key takeaways from the online seminar are:

- Knowledge of the major differences and similarities with regard to generic drug market access in European countries.
- Insight into key pricing and market access trends in Germany, France, Italy, Spain and the UK.
- An overview of cross-country tenders.
- Practical advice on how to avoid the pitfalls of reference pricing.

Your programme from 9:00 am - 5:00 pm

Introduction

Overview of European generics markets

Peter Wittner

- Similarities - and differences!
- EU Generic pricing comparisons
- Summary of generic policies by country
- Market share by value and by volume - not the same thing
- Why the differences?
- Case study 1 - Italy
- Case study 2 - UK
- How low can prices fall? USA examples
- Reference pricing - internal and external
- Market leaders
- Patents
- European legislation - an overview
- Parallel imports - where did they come from?

Coffee break

Germany in Detail

Raphael Reitmeyer

- Pricing policies
 - role of IQWiG
 - role of health insurances
- Patient perspective
- Pharmacist perspective
- Generic tenders - role of AOK
- Doctor's perspective
- Reference pricing

Lunch break

France in Detail

Peter Wittner

- Pricing policies by CEPS
- Patient perspective
- Pharmacist perspective
- Generic tenders
- Reference pricing

Italy in Detail

Peter Wittner

- Pricing policies by AIFA
- Patient perspective
- Pharmacist perspective
- Generic tenders
- Reference pricing

Coffee break

Spain in Detail

Peter Wittner

- Pricing policies
- Patient perspective
- Pharmacist perspective
- Generic tenders
- Reference pricing

UK in Detail

Peter Wittner

- Pricing policies - Role of CMA
- Patient perspective
- Pharmacist perspective
- Generic tenders
- Reference pricing
- Brexit!

End of seminar

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REGISTRATION FORM

Yes, I will attend

☐ 23 January 2024 - online

☐ Yes, I agree that FORUM Institut may inform me about events by:
☐ email; and/or ☐ telephone.
I may withdraw my consent at any time.

Date

Tuesday, 23 January 2024 - online
9:00 am - 5:00 pm
You may dial in 30 minutes in advance

Fee

€ 1190.00 (+ German VAT)
incl. course documentation for download and a certificate

Name

Position, department

Company

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Post code, city, country

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Contact person at office

Date, signature

How does an online training work?

- The online seminars are live and interactive.
- They are held and controlled directly by our speaker.
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- You will see the presentation and listen to our speaker's lecture using Internet telephony (VoIP) or even a normal telephone connection.
- And you can also ask questions live, using the chat or audio function.

CANCELLATION POLICY

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