

Generic Drugs: Market Access and Pricing in Europe

Germany, France, Italy, Spain, UK

TOPICS

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

YOUR SPEAKERS



Peter Wittner
Interpharm Consultancy,
Raanana, Israel
Independent consultant



Wolfgang Herzog
former Zentiva Pharma GmbH,
Berlin
Head of Pricing & Tender
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 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

Independent Consultant specialised in the commercial aspects of generics and biosimilars



Wolfgang Herzog
former Zentiva Pharma GmbH,
Berlin

Head of Pricing & Tender Management

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.

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

Wolfgang Herzog

- 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

Generic Drugs: Market Access and Pricing in Europe

REGISTRATION UNDER

service@forum-institut.com
www.forum-institut.com
Webcode 23022200

Tel. +49 6221 500-500
Fax +49 6221 500-555



REGISTRATION FORM

Yes, I will attend

☐ 7 February 2023 - 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, 7 February 2023 - online
9:00 am - 5:00 pm
You may dial in 30 minutes in advance

Fee

€ 1150.00 (+ German VAT)
incl. course documentation for download and a certificate

Name

Position, department

Company

Street

Post code, city, country

Tel. no./Fax no.

E-mail

Contact person at office

Date, signature

How does an online training work?

- You will find brief instructions on how to use Zoom, your course documentation, the access link and a meeting ID in your personal customer account.
- Use a headset, loudspeakers or the telephone for audio.
- Listen to the speaker and follow the presentation.
- Feel free to switch from silent to audio mode by yourself any time to ask your questions.

CANCELLATION POLICY

Our general terms and conditions (as of 01 November 2021) apply and are available upon request. We can send them to you at any time. Alternatively, you can access them online at www.forum-institut.com/t&c

YOUR CONTACT



Leila Grupp
Conference Manager
Tel. +49 6221 500-695
l.grupp@forum-institut.de

