

# Generic Market Access & Pricing in Europe

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Germany, France, Italy, Spain, UK

## TOPICS

- Overview of European generic drug markets - similarities and differences
- Germany, France, Italy and Spain in detail
- Special Case UK - influence of Brexit
- Generic tenders
- Reference pricing
- Parallel imports

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## YOUR SPEAKERS



**Peter Wittner**  
Interpharm Consultancy,  
Raanana, Israel  
Independent consultant



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

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## Aims and objectives

Market Access and Pricing for drugs is complex and requires careful preparation. Knowledge of the underlying health systems and the different, mutually influencing pricing systems in European countries is essential for it.

In our online seminar you will receive the most important information for successful generic market access and pricing in Europe:

An overview of generic market access and pricing in Europe is followed by a detailed look at individual countries like Germany, Italy, Spain, France and the UK.

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## Who should attend?

This online seminar is aimed at specialists and managers in the pharmaceutical industry, in particular at employees involved in Generic 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**  
Zentiva Pharma GmbH,  
Berlin

Head of Pricing & Tender Management

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## Your benefits

After participating in the online seminar...

- you know about the most important differences and similarities with regard to generic market access in European countries.
- you have insights in key trends in pricing & market access in Germany, Italy, Spain, France and UK.
- you have an overview of cross-country tenders.
- you know how to avoid pitfalls in regard to price-referencing.

### *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 Market Access & Pricing in Europe

## REGISTRATION UNDER

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## REGISTRATION FORM

Yes, I will attend

☐ 22 February 2022 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, 22 February 2022 - Online  
09:00 - 17:00 Online-Training

### Fee

€ 1090.00 (+ 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.

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