

Generic Market Access & Pricing in Europe

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

YOUR SPEAKERS



Peter Wittner
Interpharm Consultancy,
Raanana, Israel
Independent consultant



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

Generic Market Access & Pricing in Europe

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.

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

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? UK example
- 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
- Patient perspective
- Pharmacist perspective
- Generic tenders
- Reference pricing

Lunch break

France in Detail

Peter Wittner

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

Italy in Detail

Peter Wittner

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

End of seminar

Generic Market Access & Pricing in Europe

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REGISTRATION FORM

Yes, I will attend

☐ 6 October 2021 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

Wednesday, 6 October 2021 online
9:00 - 17:00 Online-Training

Fee

€ 1090.00 (+ German VAT)
incl. course documentation for download and a certificate

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Contact person at office

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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 20 November 2019) 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

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