

# Market Access in Germany, Austria and Switzerland

Reimbursement in the DACH region

## TOPICS

- Reimbursement system in Austria, Switzerland and Germany
- Cooperation with payers, insurance doctors
- Early access agreements
- HTA requirements and launch sequence

*including HTA contracting  
as part of a hands-on  
workshop*

## YOUR SPEAKERS



**Ilona Krug**  
Otsuka Pharma GmbH,  
Frankfurt



**Dr. Jurian Zürcher**  
Sharp&Gentle GmbH,  
Switzerland



**Dr. Stephan  
Ruckdäschel**  
HealthEcon AG, Basel

# Market Access in Germany, Austria and Switzerland

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## Aims and objectives

This seminar focuses on HTA and reimbursement in Austria, Switzerland and Germany. It therefore helps to assess similarities among and differences between the countries and to find a suitable launch sequence for your product. As well as reimbursement and contracting models, the focus is on HTA contracting to ensure a direct, practical reference.

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## Who should attend?

This seminar focuses on the needs of those working in market access and healthcare management in the DACH region. Those in charge of HTA or reimbursement negotiations will benefit most from this seminar.

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## Your benefits

- In-depth information on HTA and reimbursement in the whole German-speaking region
- HTA contracting in this region as part of a hands-on workshop to improve knowledge transfer
- Decision support for your launch sequence

## YOUR SPEAKERS

### Ilona Krug

Otsuka Pharma GmbH, Frankfurt  
Senior Director Market Access

### Dr Stephan Ruckdäschel

HealthEcon AG, Basel  
Managing Director

### Dr Jurian Zürcher

Sharp&Gentle GmbH, Switzerland  
Owner

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## Benefits of an online training

- Digital, modern, flexible and interactive
- Intensive exchange during and after each session
- Use of live engagement tools to ensure a sustainable learning effect

# Reimbursement in the DACH region

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

*09:00 am Introduction*

09:15 am

### **Market Access in Austria**

Dr. Jurian Zürcher

- National vs. decentralised authorisation: monitoring of market entry by a competitor - BASG, List of Goods, HEK agenda
- Reimbursement system: box system (ASVG and EKO); Application for inclusion in the reimbursement code (EKO) Dossier
- Cooperation with payers
- Reimbursement Codex vs. Austria Codex
- Market access in the inpatient sector
- Reference prices

*10:45 am Break*

11:00 am

### **Market Access in Switzerland**

Dr Stephan Ruckdäschel

- Reimbursement of medical products - Relevant processes and institutions
- Reimbursement by the compulsory health and long-term care insurance (OKP): inclusion in the speciality list (SL)
- Reimbursement on a case-by-case basis - Practical experience
- Financial challenge: Oncology drugs, ATMP, gene therapies
- Managed Entry Agreements / reimbursement models
- Cooperation with payers

*12:30 pm Lunch break*

1:30 pm

### **Market Access in Germany**

Ilona Krug

- AMNOG-eligible market and determination of reimbursement amount
- Consequences of the AMNOG changes resulting from the GKV Finance stabilisation act
- Rebate contract models in the field of innovative medicines
- Germany: Referencing & Pricing
- Significance of the European shopping basket
- Is Germany always the first launch country?

*3:00 pm Break*

3:15 pm

### **HTA Contracting- hands on experience**

Jurian Zürcher

- Switzerland & Austria: Comparison of processes, timelines and consequences for negotiation (sharing experience in practice)
- Yellow box vs. No-Box contracting: hands on experience
- Focus on negotiation tactics: how to prepare for the punch?

*5:00 pm End of seminar*

# Market Access in Germany, Austria and Switzerland

## REGISTRATION UNDER

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## REGISTRATION FORM

Yes, I will attend

☐ Market Access in Germany, Austria and Switzerland

☐ 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

Friday, 24 February 2023 - online  
9:00 am - 5:00 pm

### Fee

€ 1190.00 (+ 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](http://www.forum-institut.com/t&c)

## YOUR CONTACT



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