



# Market Access & Pricing in the Major EU Markets

## Topics

- Market access agreements with national and subnational payers
- Management of pharmaceutical tenders
- Reference pricing & transparency
- National value dossier, EU value dossier, global value dossier
- Value assessment and value-based pricing - UK & Germany

**Cost pressure and the consequences for your market access – useful hints for your business!**

## Your speakers

**Omar Ahmad**  
Simon-Kucher & Partners,  
Copenhagen K, DENMARK

**Dr. Michael Herschel**  
GlaxoSmithKline  
GmbH & Co. KG,  
Munich, GERMANY

**Dirk Kars**  
Simon-Kucher & Partners,  
Bonn, GERMANY

**Dr. Alexander Natz LL.M.**  
EUCOPE,  
Brussels, BELGIUM

**Alexander Roediger**  
MSD (Europe) Inc.  
Brussels, BELGIUM

# Market Access & Pricing in the Major EU Markets

## Aims and objectives

The European healthcare systems are under great pressure. This conference gives you tips on how you can successfully enter the markets with your products despite this.

- Which kinds of market access agreements with payers are possible?
- What do you have to keep in mind regarding tenders in the EU?
- Which pricing options remain?

The experts also address the current status of value assessment and value-based pricing, which is also relevant outside Germany.

## Who should attend?

This conference addresses the needs of managing directors and managers in the pharmaceutical industry who are involved in market access, pricing and/or reimbursement in the various national markets in the EU.

Especially those who work in the following departments will benefit from the event:

- Market access
- Marketing/sales
- Healthcare management
- Legal

## Chairman



**Dr. Alexander Natz LL.M.**  
EUCOPE – European  
Confederation of Pharma-  
ceutical Entrepreneurs,  
Brussels, BELGIUM

Secretary General

## Your Speakers



**Omar Ahmad**  
Simon-Kucher & Partners  
Strategy & Marketing  
Consultants,  
Copenhagen K, DENMARK

Managing Partner



**Dr. Michael Herschel**  
GlaxoSmithKline  
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Director Clinical Research



**Dirk Kars**  
Simon-Kucher & Partners,  
Strategy & Marketing  
Consultants,  
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Partner



**Alexander Roediger**  
MSD (Europe) Inc.  
Brussels, BELGIUM

Director European Union Affairs

# Cost pressure and the consequences for your business

## Your programme 9.00 - 17.00

9.00

### **Cost pressure in the major EU markets and the consequences at a glance**

*Dirk Kars*

- Fast actions – price cuts
- Value-based pricing for new drugs
- Public tendering
- Managed entry agreements

10.00

### **Market access agreements with national and subnational payers**

*Dr. Alexander Natz*

- Budget impact versus cost effectiveness – the targets in EU 5
- Individual health insurance contracts and their role in EU 5
  - Price-volume agreements
  - Risk-sharing agreements
  - Performance-based agreements
  - Co-payment agreements etc.

11.00 Coffee break

11.15

### **Winning in the new battlegrounds: Successful management and pricing of pharmaceutical tenders in the EU**

*Omar Ahmad*

- Importance of tenders and their impact
- Commonly observed tender pitfalls
- Best practise framework to manage tenders

12.15 Lunch

13.45

### **Reference pricing & transparency**

*Alexander Roediger*

- External reference pricing – which basket is the reference?
- The upcoming new transparency directive and its impact on reference pricing
- Dual pricing limitation
- Internal reference pricing (for example German “Festbeträge”)

14.45

### **EU value dossier, global value dossier – how useful for national submissions?**

*Dr. Michael Herschel*

- Global clinical trials strategies versus national requirements
- Impact of the Clinical Trials Regulation

15.45 Coffee break

16.00

### **Value assessment and value-based pricing**

*Dirk Kars*

- Value-based pricing – the new UK concept
- Value-based pricing in Germany – first year of value assessments and price decisions

17.00 Conference end

# Market Access & Pricing in the Major EU Markets

Registration under  
[registration@forum-institut.com](mailto:registration@forum-institut.com) or  
Fax +49 6221 500-555

## Registration Form

Yes, I will attend the conference

☐ Market Access & Pricing in the  
Major EU Markets

☐ I am interested in more information about FORUM events  
and I agree that this information is sent to me by e-mail.

Name

Position

Company

Street

Postal Code/City/Country

Tel. No.

E-Mail

Contact person at office

Date, Signature

## How to register

**Registration: +49 6221 500-501**

**Conference-No. 13 07 231**

### **Date:**

4 July 2013 in Frankfurt

8.30 registration; 9.00 - 17.00 conference

### **Venue:**

Steigenberger Airport Hotel

Unterschweinstiege 16 · 60549 Frankfurt

Tel. +49 69 6975-0 · Fax +49 69 6975-2505

### **Fee:**

€ 990,- (+ German VAT)

The fee includes course documentation as well as  
mid-session refreshments and lunch.

### **Hotel accommodation:**

A limited number of rooms have been reserved at  
the hotel and are subject to availability. Please book  
at least four weeks prior to the conference to obtain  
a hotel room at the discounted fee. All bookings  
should be made directly with the hotel quoting  
Forum Institut and the conference-no.

## Any Further Questions?



I am gladly at your disposal should  
you have any further questions  
about the conference.

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## Cancellation Policy

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We can send them to you anytime or you can find them on  
the internet at [www.forum-institut.de/agb\\_en](http://www.forum-institut.de/agb_en)