

SMI Presents the 23rd Annual Conference...

Pharmaceutical Pricing and Market Access 2017

11th & 12th Oct

Holiday Inn Kensington Forum, London, UK

<http://www.pharmaceuticalpricing.co.uk/inderscience>

SMI Group is proud to present the 23rd annual industry leading summit on Pharmaceutical Pricing & Market Access, taking place on 11th & 12th October 2017 in Central London.

Mounting criticism from a surge in the price of drugs has added growing pressure on pharmaceutical companies and manufactures to limit future price increases and on payers to be more cost-effective in their approach to setting budgets and managing costs.

Drawing from over two decades worth of expertise, Pharmaceutical Pricing & Market Access 2017 will address these challenges head on by offering a detailed understanding of the payer landscape and preparing attendees to develop a successful market access strategy for the ever changing pharmaceutical pricing market.

Join us this autumn for exclusive case study insight into how manufactures plan to limit further price increase; a progressive outlook into the future of pharmaceutical pricing & reimbursement (P&R); and discuss what can be done by all stakeholders for the industry to achieve efficient reimbursement and for patients to gain access to affordable medication.

Featured speakers include:

- Barbara Jaszewski, VP Global Pricing and Market Access, **Lundbeck** (Conference chair)
- Nneka Onwudiwe, PRO/PE Regulatory Review Officer, **FDA**
- Patrick Mollon, Director Health-Economics, Outcomes Research & Epidemiology, **Shire**
- Fabrizio Zucca, Director Patient Access, **Sobi**
- Klaas Postema, Sr Director Market Access & Pricing Generics Europe, **Teva**
- Mercedes Prior, International Market Access Director, **Grifols**
- Anne Marciniak, Senior Director, International HEOR, **Allergan**
- Ritva Lehtonen, Market Access & External Affairs Director, **Sanofi**

Reasons to Join:

- **Increase compliance** and navigate the regulatory landscape through informed guidance presented by the **FDA** in an opening keynote address
- **Develop strategies for market access and expansion** by; defining your target audience; identifying key economic advantages; and generating appropriate clinical and health economic evidence to support a strong value proposition
- **Utilise strategic partnerships** by learning best practice in collaborating with payers, data providers and health stakeholders
- **Drive commercial competitiveness** by uncovering new windows of opportunity in growing markets such as orphan drugs, biosimilars and gene therapy
- Make informed decisions from development through to reimbursement by optimising meaningful **patient engagement opportunities**
- Explore ways in which the **HTA and Regulatory Agencies** can work together to meet patient needs
- **Strengthen your strategic capabilities** by hearing the latest updates through a selection of global case studies on translational market access, international reference pricing and value based pricing
- **Secure commercial viability** by discovering new market access algorithms for innovative drugs
- Showcase product value by implementing **real world data** into pricing and utilising **Real World Evidence (RWE)** for payer decision making

For further information or to register, visit the website at

<http://www.pharmaceuticalpricing.co.uk/inderscience> or contact Fateja Begum on Tel: +44 (0)20 7827 6184 /

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