



**IMAUD**  
INTERNATIONAL MARKET ACCESS UPPER DEGREE

	MODULE 1	MODULE 2	MODULE 3	MODULE 4	MODULE 5
	14th-18th of October	9th-13th of December	10th-14th of February	7th-11th of April	23rd-27th of June
	Market Access Landscape and Policy	Market Access Activities in Early Preparation Phase I/II	Market Access Activities in Phase III/ Pre-Launch	Market Access Activities in Launch/Post Launch/ LCM	Market Access for Vaccines, Medical Devices and Diagnostics
MONDAY	<ul style="list-style-type: none"> <li>Introduction to Market Access.</li> <li>Landscape and Policy of Market Access.</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Early Market Access Planning.</li> <li>Market Access Agreements.</li> </ul>	<ul style="list-style-type: none"> <li>Overview of Early HTA Advice Process.</li> <li>Market Opportunity Assessment.</li> </ul>	<ul style="list-style-type: none"> <li>Preparing for HTAs and reimbursement submissions</li> <li>Preference studies</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Vaccine Market Access.</li> <li>HTA for Vaccines and NITAG.</li> </ul>
TUESDAY	<ul style="list-style-type: none"> <li>Market Access in EU5.</li> <li>Market Access in Scandinavian Countries</li> </ul>	<ul style="list-style-type: none"> <li>Early HTA advice.</li> <li>Landscape Analysis.</li> <li>Evidence Generation Strategy.</li> <li>Workshop: Building a Market Access strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Early Dialogue.</li> <li>Readiness for Market Access activity in Pre-Launch.</li> <li>Value Framework</li> </ul>	<ul style="list-style-type: none"> <li>Negotiation Skills and Strategy</li> <li>Final pricing and contracting strategies</li> </ul>	<ul style="list-style-type: none"> <li>Vaccine Development and Regulatory Pathways.</li> <li>Pricing and Reimbursement Strategies.</li> </ul>
WEDNESDAY	<ul style="list-style-type: none"> <li>Market Access in US and Canada.</li> <li>Market Access in Asia.</li> </ul>	<ul style="list-style-type: none"> <li>Early Health Economic Models.</li> <li>Pricing Strategy Foundations.</li> </ul>	<ul style="list-style-type: none"> <li>Early Access</li> <li>Workshop: Early Dialogue for Alzheimer Disease drug</li> </ul>	<ul style="list-style-type: none"> <li>Clinical Trial Outcome Optimisation</li> <li>Post-launch real-world evidence (RWE) studies</li> <li>Workshop: SMA type 0</li> </ul>	<ul style="list-style-type: none"> <li>Access Challenges and Solutions for Vaccines.</li> <li>Vaccines in emerging countries.</li> </ul>
THURSDAY	<ul style="list-style-type: none"> <li>Market Access in Central Europe.</li> <li>Market Access in Latin America and MENA.</li> </ul>	<ul style="list-style-type: none"> <li>TPP, Early Value Story, PVP and Gap Analysis</li> <li>Market Access Risk Assessment.</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder Engagement.</li> <li>Pricing studies.</li> <li>Market access focus on specific products</li> </ul>	<ul style="list-style-type: none"> <li>Pricing Market Access preparation for Product Launch</li> <li>Developing value propositions and evidence packages</li> </ul>	<ul style="list-style-type: none"> <li>Market Access for Medical Devices and Diagnostics.</li> <li>Innovation and future challenges.</li> </ul>
FRIDAY	<ul style="list-style-type: none"> <li>Workshop: International Comparison of HTA Agencies.</li> </ul>	<ul style="list-style-type: none"> <li>Cross-functional Collaboration.</li> <li>Key Points for Later Phases.</li> </ul>	<ul style="list-style-type: none"> <li>Managing uncertainty.</li> <li>Evidence Generation and Real-World Evidence.</li> </ul>	<ul style="list-style-type: none"> <li>Lifecycle Management (LCM)</li> <li>Case research</li> </ul>	<ul style="list-style-type: none"> <li>MA Pathways for medical technologies.</li> <li>Role of international organizations in vaccine access.</li> </ul>

