Obraz zawierający tekst, logo, Czcionka, symbol

Zawartość wygenerowana przez sztuczną inteligencję może być niepoprawna.

Market Access Activities in Launch/Post Launch/LCM

07th – 11th of April 2025

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Monday, 07th** | **Tuesday, 08th** | **Wednesday, 09th** | **Thursday, 10th** | **Friday, 11th** |
|  | 09:00 – 10:00 | 09:00 – 10:30 | 09:00 – 10:00 | 09:00 – 10:00 |
| Negotiation Strategy  **Mondher Toumi** | Clinical Trial Outcome Optimization  **Clement Francois** | WORKSHOP REVIEW Module 3  (Alzheimer Disease)  **Mondher Toumi** | Pharma pricing activities  **Bertrand Tardivel** |
| Break | Break | Break |
| 10:15 – 11:45 | 10:15 – 11:15 | 10:15 – 11:15 |
| Preference studies  **Lylia Chachoua** | Market Access from Value to Access  **Isaac Odeyemi** | Pharma advanced contracting deep dive  **Bertrand Tardivel** |
| Break | Break | Break |
| 11:00-12:00 | 11:30 – 13:00 | 11:30 – 12:00 |
| Life cycle management  **Mondher Toumi** | Pricing Studies  **Mondher Toumi** | Conclusion  **Mondher Toumi** |
| Lunch Break | Lunch Break | Lunch Break |  |
| 14:00 – 14:30 | 12:45 – 14:45 | 13:00 – 16:00 | 14:00 – 14:45 |
| Introduction  **Mondher Toumi** | Research Case EU HTA  **Mondher Toumi**  (Breakout rooms session) | WORKSHOP  SMA type 0  (Breakout rooms session)  **Mondher Toumi** | Prescription drug pricing and reimbursement: Market access in the U.S.-Part 1  **Joshua Cohen** |
| Break | Break | Break |
| 14:45 – 16:00 | 15:00 – 16:00 | 15:00 – 16:00 |
| Pricing Market Access preparation for Product Launch: challenges & Opportunities  **Sandrine Ruiz** | Research Case EU HTA  (Review)  **Mondher Toumi** | Prescription drug pricing and reimbursement: Market access in the U.S.-Part 2  **Joshua Cohen** |

\*The schedule may be subject to minor changes