

Market Access Activities in Launch/Post Launch/LCM

07th – 11th of April 2025

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| **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) | WORKSHOPSMA 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