



IMAUD
INTERNATIONAL MARKET ACCESS UPPER DEGREE

PROGRAM

MODULE 1

January
(4 weeks)

8h recorded
lectures
+ 2h workshop

Market Access Fundamentals

Foundations of Market Access: From early development to pre-launch, including clinical trial design, pricing research, and life-cycle management.

- Introduction Part 1,
- Introduction Part 2,
- Market Access Journey,
- MA Perspective from Phase III to Pre-Launch,
- Clinical Trial Design,
- Systematic Literature Review,
- Value Framework,
- Early Access,
- Managed Entry Agreement,
- * Evidence Generation Strategy,
- Negotiation Strategy,
- Pricing Research,
- Life Cycle Management,
- Managing Uncertainty,
- Landscaping Activities contain unmet needs and disease burden,
- Epidemiology,
- * Target Product Profile (TPP) Development,
- Early Health Economics Model,
- Workshop Alzheimer Disease (2h).

MODULE 2

February
(first 2 weeks)

4h recorded
lectures
+ 3h workshop

Global and Regional Market Access Strategies

Country-Specific Market Access: Comparative analysis of MA processes in major global markets, with EU HTA overview.

- Market Access in Germany,
- Market Access in France,
- Market Access in UK,
- Market Access in Spain,
- Market Access in Italy,
- Market Access in US,
- * Market Access in Canada,
- Market Access in China,
- * Market Access in Japan,
- * Market Access in Netherlands,
- * Market Access in Central Europe,
- * Market Access in Poland,
- * Market Access in Sweden,
- * Market Access in Tunis,
- European Union Health Technology Assessment
- Panel Discussion (1h),
- Workshop International Comparison (2h).

MODULE 3

February
(last 2 weeks)

4h recorded
lectures
+ 3h workshop

Special Topics & Future Directions in Market Access

Emerging Trends: AI in MA, real-world evidence, preference studies, and patient role in decision-making.

- An introduction to AI for market access,
- Real World Evidence,
- * Single Arm Trial,
- * Preference Studies,
- * Clinical Trial Outcome Optimization,
- * Pharma Pricing Activities,
- Pricing Market Access Preparation for Product Launch,
- Patient in Regulatory and Access Decision,
- * LMIC Funding of Innovative Medicine,
- NITAG,
- * Access to Vaccines in RLS,
- The Prevention Paradox,
- * Challenge in Valuating Vaccine,
- Overview of Vaccine Market Access Pathways in EU5,
- Introduction to European Med Tech Market Access,
- * MA for Med Dev in France,
- * MA for Med Dev in Germany,
- * MA for Med Dev in England,
- Global Trends and Future Direction,
- Rotavirus Workshop (1h),
- MedTech Workshop (2h).