NEW COURSE II Edition 2026

IMAUD
INTERNATIONAL MARKET ACCESS UPPER DEGREE

PROGRAM

MODULE 1

November
2026

7h recorded lectures
+ 2h workshop
+ 1h Panel Discussion

Market Access Fundamentals

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

- Introduction to the concept,
- Market Access Journey in Launch/Pre-Launch/LCM phase,
- MA Perspective from Phase III to Pre-Launch,
- Clinical Trial Design,
- Systematic Literature Review,
- Value Framework,
- Early Access Programmes (EAPs),
- Managed Entry Agreement,
- * Evidence Generation Strategy,
- Negotiation Strategy,
- Pricing Research,
- Life Cycle Management,
- Managing Uncertainty,
- Landscaping Activities,
- Epidemiology,
- * Target Product Profile (TPP) Development,
- Early Health Economics Model,
- Panel Discussion (1h),
- Workshop Alzheimer Disease (2h).

MODULE 2

December
2026

8h recorded lectures
+ 2h workshop
+ 1h Panel Discussion

Global and Regional Market Access Strategies

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

- Market Access in Germany,
- Market Access in France,
- Market Access in the UK,
- HTA & Drug Evaluation Reforms in Spain
- Market Access in Spain,
- Market Access in Italy,
- Market Access in the US,
- * Market Access in Canada,
- Market Access in China,
- * Market Access in Japan,
- * Market Access in the Netherlands,
- *P&R decision-making in 'emerging' markets,
- * Market Access in Poland,
- * Market Access in Sweden & Scandinavia,
- * Market Access in the Tunsia,
- European Union Health Technology Assessment
- Panel Discussion (1h),
- Workshop International Comparison of HTA Agencies (2h).

MODULE 3

January
2027

7h recorded lectures
+ 2h workshop
+ 1h Panel Discussion

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 the market,
- Real World Evidence Solutions - Generate the evidence,
- * Single Arm Trial,
- * Preference Studies,
- * Clinical Trial Outcome Optimization,
- * Pharmaceutical Pricing: From Single Number to Complex Multi-Dimensional Contracting,
- Patient in Regulatory and Access Decision,
- * Funding of Innovative Medicines in LMIC
- Technical advisory group (NITAG) policies and working processes in selected developed countries,
- * Access to Vaccines in RLS,
- The prevention paradox: How to get the full value & benefit of immunisation?
- *The prevention paradox: Challenge in Valuating Vaccine,
- Overview of Vaccine Market Access Pathways in EU5,
- Most-favored-nation (MFN)
- HTAR for Medical Technology Sector
- Global Trends and Future Direction,
- Panel Discussion (1h),
- Rotavirus Workshop (2h),

+ 1 Month Extra Learning & Case Studies (optional) | * = optional | The schedule may be adjusted as needed. | The course is published by MAS