



**University
of Basel**

Faculty of
Medicine



How to Master the Final Hurdle of Drug Development

Continuing Education Series:
Frontiers in Drug Development

Hörsaal Pathologie
University Hospital Basel
Thursday, June 27, 2019
08:30 – 16:30

ECPM 
European Center of Pharmaceutical Medicine

ADVANCED STUDIES

Under the auspices of
EUCOR, the European Campus
IFAPP, Int. Federation of Associations of Pharmaceutical Physicians
and Pharmaceutical Medicine

Accredited by SwAPP/SGPM
Recognised as PharmaTrain Centre of Excellence



Invitation

To ensure that patients in need have timely access to innovative treatments is the major task of pharmaceutical market access teams.

After demonstrating safety, efficacy, and quality to the regulatory agencies the final hurdle is to show cost-effectiveness and to develop a strategy to gain market access and reimbursement for a pharmaceutical, medical technology, or biotechnological product.

There is increasing demand from healthcare policy makers and payers to link prices to the value of drugs which challenges pharmaceutical industry to prepare efficient market access and reimbursement strategies. It is crucial to start as early as possible in the drug development process and to engage

with health technology assessment bodies addressing the needs of a growing number of stakeholders, including physicians, patients, governments and payers. Adequate outcome assessments are needed to ensure appropriate reward for innovation and value delivered. Parallel scientific advice from health technology assessment bodies and regulators is increasing to deliver effective strategies.

In this seminar, experts from various stakeholder groups will discuss the challenges and innovations around market access and reimbursement strategies.

We are looking forward to meeting you and your colleagues



A handwritten signature in black ink, appearing to read 'Thomas Szucs'.

Prof. Dr. Thomas D. Szucs
Director



A handwritten signature in black ink, appearing to read 'Annette Mollet'.

Dr. Annette Mollet
Head of Education & Training



A handwritten signature in black ink, appearing to read 'K. Suter'.

Dr. Katja Suter
Course Director

How to Master the Final Hurdle of Drug Development

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Programme, first announcement

Health Care Systems

- Sustainability of Health Care Systems
- Policy Perspectives of Market Access and Reimbursement

Volume- versus Value-Based

- Defining Value and Assessing Outcomes
- Health Technology Assessment (HTA) and HTA Synergies
- Performance Based Reimbursement

Market Access and Reimbursement Strategies

- Global Pricing and Reimbursement Strategies
- Planning and Implementation of Market Access
- Parallel Consultation: Engaging Early with Regulators and HTA Bodies

Fostering Access

- Regulatory Pathways to Facilitate Early Access



« « [Check programme updates](#)

Organisation

ECPM
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E-mail ecpm@unibas.ch

Registration

Via our homepage www.ecpm.ch or
<http://web.ecpm.ch/frontiers-in-dd-seminar-6>

Deadline: June 8, 2019

Registration Fee

CHF 680.–
CHF 580.– for ECPM Alumni and SwAPP/ SGPM members.
CHF 210.– for employees of universities and other non-profit institutions.

The Seminar provides:

- 8 continuing education credits for SwAPP and SGPM
- 50 FPH credit points in hospital pharmacy, accreditation request to be submitted

The fee includes meeting materials, lunch, breaks and coffee. After registration you will receive an invoice. For short notice registration, please provide a copy of the money transfer at the registration desk.

Cancellation

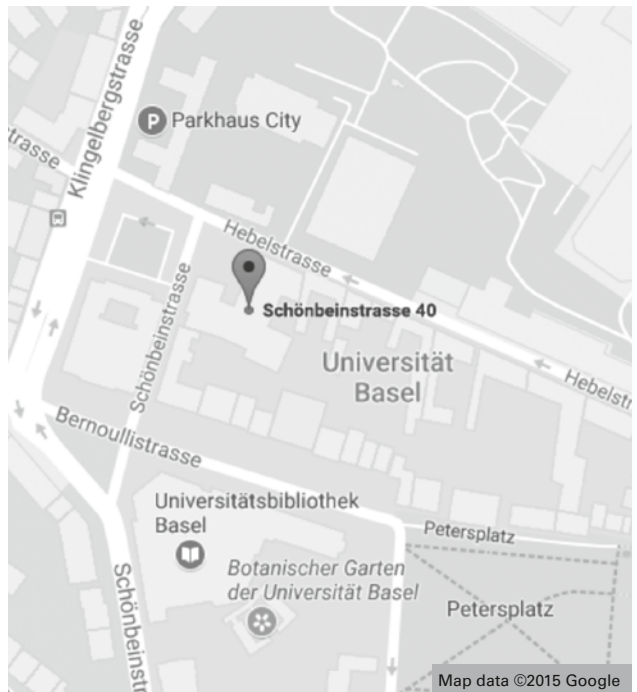
Refund of fee will be given if cancellation is received in writing before the deadline for registration, after this date no refund can be given.
Speakers are subject to change without notice.

Course Venue

Hörsaal Pathologie
University Hospital Basel
Schönbeinstrasse 40, Basel
Switzerland

Bus to «Bernoullianum» from:
Railway station SBB and SNCF: No. 30
Railway station Badischer Bahnhof: No. 30
Airport Basel-Mulhouse: No. 50 change at railway station
SBB to No. 30

Walking distance from Marktplatz (center): 15 minutes



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