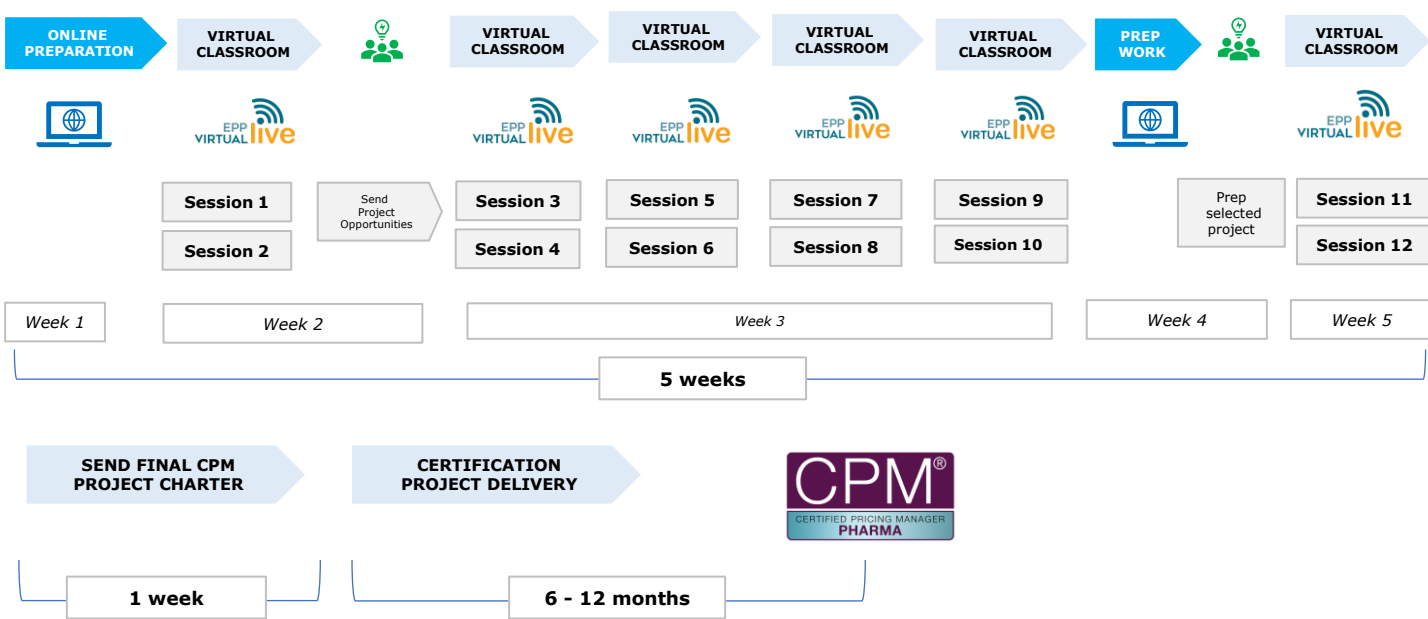




CERTIFIED PRICING MANAGER PROGRAM Pharma
BLENDED FORMAT (ONLINE AND LIVE VIRTUAL)

This blended program (online and live virtual) will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants.

All times are CET.



Week 1: Start on Monday 17/11

PREP WORK

- > Pre-reading : e-book Crossing the Pricing Chasm
- > Prep work : fill in the PMI (EPP Pricing Maturity Assessment)

Week 2

Day 1:24/11

SESSION 1 : KICK OFF THE PROGRAM - Intro

- > Acquaintance group
- > Meet the faculty CPM Pharma programme : overview, learning goals, modules, timing,
- > About the EPP e-learning platform (discussion room)
- > Prep work intro

14.00- 15.30 CET

SESSION 2 : The high impact of pricing for Pharma

- > Introduction to pricing basics
- > Develop a global pricing strategy

16.00 – 17.00 CET

ACTION

- > What are your top 3 priorities in your pricing maturity roadmap for the next 12 months ? Do not worry, we will re-evaluate the priorities after the program !



**YOU HAVE 1 WEEK
TO SEND THE PRICING PROJECT
OPPORTUNITIES CHARTER TO EPP**

Day 2:30/11

SESSION 3 : Role of pricing (and market access) in the development and launch process

- > Pricing research
- > Price & market access planning and price management within your organization

14.00 – 15.30 CET

SESSION 4 : Value based Pricing and Innovative Pricing

- > Value-based pricing: Value identification, Quantification & validation, Health economics and pricing
- > Innovative Pricing Models: New trends in Pharma pricing, Outcome-based pricing models, managed entry agreements
- > How to price CAR-T ?

16.00 – 17.30 CET

Day 3:01/12

SESSION 5 : P&R systems and develop a regional pricing strategy for USA market

- > P&R systems and trends
- > Differential pricing learning between countries in emerging markets
- > Contracting and net pricing approaches
- > Tender management

14.00 – 15.30 CET

SESSION 6 : P&R systems and develop a regional pricing strategy for EU market

- > P&R systems and trends
- > Differential pricing learning between countries in emerging markets
- > Contracting and net pricing approaches
- > Tender management

16.00 – 17.30 CET

Day 4:03/12

SESSION 7 : Contracting and net pricing approaches

- > List vs net price management
- > Role of payer contracting and net pricing in a global P&MA strategy
- > Commercial contracting/operational price management/Price governance/Rebate

14.00 – 15.30 CET

SESSION 8 : Value Communication

- > From Value to differential Value Communication
- > Managed Entrée Agreements
- > Stakeholder management

16.00 – 17.30 CET

Day 5:04/12

SESSION 9 : Tender management

- > Procurement evolution from contracting to tendering
- > Best practices in tender management

14.00 – 15.30 CET

SESSION 10 : Lifecycle Pricing

- > The pricing role changes during the life cycle of pharmaceuticals
- > Price re-negotiations and re-referencing
- > Indication extensions/enlargement
- > New competitor entry to the markets, etc.

16.00 – 17.30 CET

Week 4

PREP WORK



- > Pre-reading : starting your CPM Pharma project
- > Re-evaluate your top 3 pricing priorities for the next 12 months



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Week 5

Day 6:14/12

SESSION 11 : Loss of exclusivity and change management

- > The impact of generics and biosimilars entry strategies on pricing
- > Making things really happen ; how to get your price strategy implemented ?

14.00 – 15.30 CET

SESSION 12 : PEER MEET-UP TO DISCUSS YOUR PRIORITIES

- > Present your top 3 priorities in your pricing maturity roadmap for the next 12 months
- > Select your CPM project

16.00 – 18.00 CET

ACTION

- > Preparer your CPM Project Charter



**YOU HAVE 1 WEEK
TO SEND YOUR CPM PROJECT
CHARTER**

Consult with your Learning Program Manager : Ripsime Matevosian
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