



CERTIFIED PRICING MANAGER PHARMA

Your roadmap to master all core pricing excellence processes

EPP® CERTIFIED

C | P | M

Pharma

Certified Pricing Manager

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Pharma

Certified Pricing Manager

PROGRAM

The **Certified Pricing Manager Pharma** program equips you with a structured, end-to-end understanding of pharmaceutical pricing, from global policy context and payer systems to strategic price setting, contracting, lifecycle management and negotiation.

The program connects strategy and operations, covering global pricing frameworks, market access dynamics, gross-to-net mechanics, governance structures, and advanced skills like negotiation, tender management, and innovative pricing models.

You will leave with a structured understanding of pharmaceutical pricing dynamics and the confidence to drive pricing impact in your organization, while earning the CPM® Pharma certification.

MODULE 1

FOUNDATIONS OF PHARMA PRICING

- Overview of global payer systems and how they shape pricing decisions across markets
- Global pricing trends and their implications for future pricing strategies
- MFN and global policy context: understanding emerging policy changes impacting global pricing corridors and governance
- Multi-indication pricing across markets

Outcome: Understand how global payer systems and policy dynamics shape pharmaceutical pricing strategy.

MODULE 2

PRICE OPERATIONS & GOVERNANCE

- Price management processes: from approval to implementation and monitoring
- Price governance models: roles, ownership & compliance
- Gross-to-Net mechanics and their impact on net revenue and pricing execution
- Forecasting, controls & analytics in pricing execution
- Loss of Exclusivity (LOE): pricing and market access strategies before, during and after LOE

Outcome: Gain clarity on how pricing decisions are operationalized, governed and executed globally.

MODULE 3

ADDITIONAL PERSPECTIVES ON GLOBAL POLICY & MFN

- MFN and global policy developments impacting international price corridors
- Emerging regulatory trends shaping global pricing governance
- Cross-country price referencing dynamics and strategic implications

Outcome: Understand how evolving policy frameworks influence global pricing strategies and market access decisions.

PROGRAM

MODULE 4

VALUE, STRATEGY & GLOBAL PRICE SETTING

- Value quantification fundamentals (HEOR basics)
- Strategic price setting frameworks
- Translating clinical and economic value into pricing strategy
- Net price architecture & contracting logic
- Strategic frameworks to evaluate pricing opportunities and risks

Outcome: Design defensible, evidence-based global pricing strategies aligned with value.

MODULE 5

ADVANCED SKILLS: NEGOTIATION & INNOVATION

- Negotiation principles & preparation frameworks
- Defending value in payer negotiations
- Innovative pricing models (MEAs, outcomes-based agreements)
- Tender management & sustainable win strategies
- Change management & driving internal adoption

Outcome: Strengthen influence, negotiation capability and strategic execution power.

MODULE 6

INTEGRATION, DISCUSSION & NEXT STEPS

- Consolidation of key learnings
- Q&A session with faculty
- Overview of the CPM® Pharma certification process

Objective: Ensure participants leave with a clear understanding of how to apply the concepts in their own pricing environment and how to successfully complete the certification journey.



KEY TAKEAWAYS & TARGET AUDIENCE

WHO IT'S FOR

This program is designed for professionals working in pharmaceutical pricing, market access and reimbursement functions at global, regional or local level.

It is particularly relevant for:

- Pricing & Market Access Leaders
- Global and Regional Pricing Professionals
- Pricing & Reimbursement Specialists
- Contracting & Tender Managers
- Health Economics & Outcomes professionals
- Pricing Analysts and Business Partners

HOW YOU WILL LEARN

The program is built on an interactive and executive-level learning approach:

- Expert-led sessions combining global strategy and operational pricing insights
- Interactive discussions with pharma pricing peers
 - Real-world business cases covering payer systems, net pricing and lifecycle challenges
- Applied strategic frameworks on value, contracting and negotiation
- Cross-module integration to connect policy, operations and strategy

WHETHER YOU ARE SHAPING GLOBAL PRICING STRATEGY OR MANAGING LOCAL MARKET ACCESS EXECUTION, THIS PROGRAM PROVIDES A STRUCTURED FRAMEWORK TO STRENGTHEN YOUR PRICING IMPACT.



Gain actionable pricing expertise tailored to pharmaceutical markets



Set clear strategic priorities across global, regional and local markets



Design robust pricing strategies aligned with value and reimbursement dynamics



Strengthen margin performance through effective Gross-to-Net and contracting management



Become a Certified Pharma Pricing Manager and gain professional recognition



Navigate lifecycle challenges including launch sequencing and loss of exclusivity

CPM PHARMA: LEARNING WITH IMPACT

LEARNING OUTCOMES

- 1 Understand** global payer systems and pricing corridors across key regions
- 2 Apply** value-based pricing principles grounded in clinical and economic evidence
- 3 Structure** global price strategies considering reference pricing and cross-border dynamics
- 4 Manage** net price architecture, contracting and tender strategies effectively
- 5 Anticipate** lifecycle inflection points, including launch and loss of exclusivity
- 6 Strengthen** your ability to influence internal stakeholders and drive pricing impact

LEARNING EXPERIENCE

- 1 Intensive executive-level** knowledge transfer from leading pharma pricing experts
- 2 Interactive discussions** with international pricing and market access peers
- 3 Real-world business cases** reflecting complex **global** pricing environments
- 4 Strategic frameworks** directly applicable to your organization
- 5 Cross-functional perspectives** connecting pricing, market access and commercial teams
- 6 Structured reflection** and Q&A sessions to deepen understanding



LEARN BY REFLECTION

We support you in defining your goals and reflecting on your learning journey.

LEARN BY DISCUSSION

We combine cutting-edge concepts with real business cases to maximize learning through interactive discussions.

LEARN BY DOING

You will connect the concepts to real-world challenges and make them work in practice.

FACULTY & STRATEGIC PARTNERS

MONITOR DELOITTE

Monitor
Deloitte.

Monitor Deloitte is the global strategy consulting arm of Deloitte, combining deep industry insight with advanced strategic methodologies to help organizations navigate complex business and competitive environments. As part of Deloitte's global consulting network, Monitor Deloitte specializes in strategic growth, pricing strategy, business design and transformation, helping leaders make informed decisions and align long-term value creation with strategic execution.

In the context of CPM Pharma, MD contributes a global strategy perspective that bridges high-level pricing frameworks, policy implications and structural design, grounded in world-class consulting practice.

EVERSANA


EVERSANA®

EEVERSANA is a leading provider of global services to the life sciences industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product life cycle to deliver long-term, sustainable value for patients, prescribers, channel partners and payers. The company serves more than 670 organizations, including innovative start-ups and established pharmaceutical companies, to advance life sciences solutions for a healthier world.

Within CPM Pharma, EVERSANA brings deep, life-sciences-specific expertise in pricing, access, HEOR, and commercialization, linking strategic frameworks to real-world market dynamics across diverse markets and payer environments.

TRUSTED BY



Talk to a Program Advisor!

Need more details about the training experience? Reach out to our team anytime.

Contact us



For further information on the CPM® Program, please contact academy@pricingplatform.com

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EPP is the global business community for pricing and revenue management professionals. We partner with forward-looking businesses to co-create impactful learning journeys, events and content to improve top line revenues and profitability.