



CERTIFICATION  
PROGRAMME





# EPP CERTIFIED PRICING MANAGER® PHARMA IS A **RECOGNIZED CERTIFICATION** PROGRAMME FOR PHARMA PRICING PROFESSIONALS

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<b>4</b> days of intensive in-class learning	<b>1</b> evening session with a guest speaker	<b>10</b> Minimum <b>X</b> ROI	Pricing Maturity Scan	Project Coaching
The programme covers all skill cards of the pricing maturity levels, delivered by top pricing experts.	Business experts share their best practices in a peer-to-peer setting.	Your certification is based on real business project success.	You analyse the organisational pricing maturity and define the gaps for priority setting.	2x half hour of free coaching to help you deliver your project. Additional coaching is possible on request and will be charged.

## FOR YOU

- a personal advancement and professional recognition
- networking

## FOR YOUR COMPANY

- effective margin improvement
- learn from best practices

**“A BLEND OF INTENSIVE KNOWLEDGE TRANSFER, INTERACTIVE DISCUSSIONS, BUSINESS CASES AND GROUP WORK”**

## LEARN BY REFLECTION

We help you formulate your ambitions/goals for the programme, and help you reflect what you have learned.

## LEARN BY DISCUSSION

We bring you state-of-the art concepts & tools and embed intensive use of real business cases to ensure optimal knowledge sharing via interactive discussions.

## LEARN BY DOING

You will bring the concepts into your own certification project/organisation and make it really happen.



# THE CERTIFIED PRICING MANAGER® PHARMA PROGRAMME IS TRULY **UNIQUE**

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AN INSPIRING  
TRAINING  
LEAD BY  
PHARMA PRICING  
EXPERTS  
WITH  
INTERNATIONAL  
PRICING  
PEERS.



IT'S A  
DEMANDING  
PROGRAMME,  
BUT THE REWARD  
IS THAT YOU'LL  
GROW BOTH AS  
A PRICING EXPERT  
AND AS A  
PRICING LEADER.



**1** The programme is based on a **body of knowledge** with inputs from world's leading consultants and Pharma industry pricing leaders.

**2** The **top faculty** at the Certified Pricing Manager Pharma programme are leading experts and pricing practitioners. We only select the best.

**3** For optimal effectiveness, the programme is built around a **collaborative learning design** based on: team learning, peer learning and action learning, boosted throughout the week.

**4** For maximum impact we ensure **coaching opportunities** during the training week and during the duration of your project. You get support from our experienced expert faculty.

**5** What makes this programme truly stand out is that **certification is based on a real business project**

### The ROI of the CPM® projects are tangible. Some examples:

INDUSTRIES	PROJECTS	IMPACT
→ Pharma industry	New bonus system	400K
	Escalation project	595K
	World Reference Pricing	365K
	Transactional control	800K
→ MedTech industry	Portfolio Optimisation	1500K
	Price Erosion Project	529K
	Deep Dive Analytics	120K



# THE GOALS OF THE CERTIFIED PRICING MANAGER® PHARMA PROGRAMME

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GREAT  
EXPERIENCE,  
RELEVANT INSIGHT  
BACKED UP WITH  
SOUND  
PRACTICAL  
EXPERIENCE  
OF TRAINERS THAT  
MAKES YOU  
REFLECT.  
”

The EPP **CPM® Pharma** curriculum combines width and depth, theory and practice, hard skills and soft skills. We help you develop your knowledge, sharpen your skills and equip you with the right tools to drive pricing impact in your organization.

The EPP CPM® Pharma is not only an intensive executive programme but also an inspiring experience to lead by pricing experts with extensive Pharma experiences and learn from your international pricing peers. Certification will be based on real business project success.

#### About the programme:

- 4-day of intensive in-class learning in one of the inspiring European cities
- 1 evening session with a guest speaker
- Learning with group exercises and in-depth discussions with global Pharma pricing peers
- Project Coaching and Delivery

#### The goals of this programme are:

- 1 Learn the innovation and trends in Pharma pricing
- 2 Learn how to apply value-based pricing and value communication
- 3 Understand the role of pricing across product life cycle
- 4 Better understand the P&R systems and trends in each region (USA, top-5 EU countries, Japan, emerging markets)
- 5 Better understand contracting, tender management and net pricing approaches
- 6 Learn how to improve your price & market access planning and price management within your organization
- 7 Be a better change agent to drive pricing impact



# THE CPM<sup>®</sup> PHARMA PROGRAMME PROVIDES A **GREAT OPPORTUNITY** TO TAKE YOUR PRICING CAREER TO THE NEXT LEVEL

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To help you excel as Pharma pricing professional, the CPM<sup>®</sup> Pharma curriculum covers key topics:

- innovative pricing methods
- value-based pricing
- value communication
- pricing strategy development
- price & reimbursement systems and trends
- contracting and net pricing approaches
- pricing across product lifecycle
- tender management
- loss of exclusivity
- pricing research and change management
- etc.

Are you someone looking for personal career advancement and professional recognition in Pharma pricing?

Then CPM<sup>®</sup> Pharma would be the right training for you!

You need this advanced training to hone your price management skills and boost your company's pricing power.

CPM<sup>®</sup> Pharma programme is targeted at the following functions either from global and regional pricing and market access teams or local pricing and market access teams:

- Global Pricing and Market Access Director
- Regional Pricing and Market Access Director
- Health Economics and Pricing manager
- Market Access Manager
- Pricing and Reimbursement Manager/Specialist
- Pricing and Contracts Manager
- Pricing and Tender Manager
- Pricing Analyst

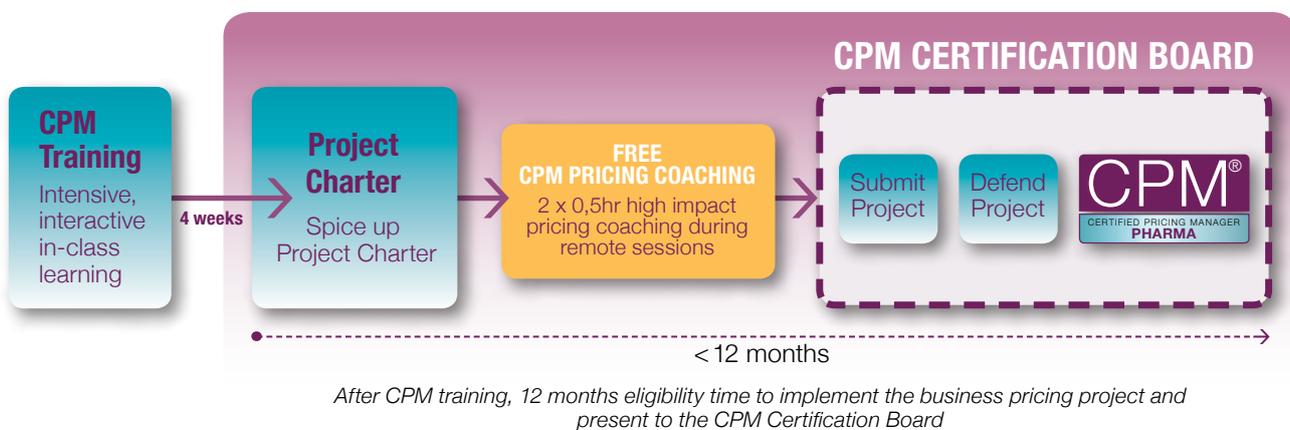


# THE CERTIFICATION PROCESS



We have designed our CPM® Pharma programme to be a great investment for your company and you. The training does not end at the end of the week. You will leave the training with actionable ways to improve your company's pricing by leading a pricing project. Final certification is based on real business project success, proving that you master the skills to drive pricing impact in your organization. Your project and business results are evaluated by the EPP Certification Board. If you succeed, you prove to us that you are able to apply the knowledge and skills you have learned during the CPM® Pharma programme.

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 THE CPM® PHARMA PROGRAMME OFFERS A STRUCTURED APPROACH TO PRICING AND PROFIT IMPROVEMENTS. I STRONGLY RECOMMEND IT TO ANYONE WORKING WITHIN PRICING.  
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## CPM® Certification Process

# MEET SOME OF THE CPM® PHARMA ALUMNI

## SUCCESS STORIES FROM THE CPM® PHARMA ALUMNI



”The EPP CPM Program provides well balance of theoretical and practical knowledge on Pharma pricing.

It is a great opportunity to meet experts and pricing professionals to discuss this complex topic.”

**Janis Silins**  
*Market Access Manager*  
**ROCHE LATVIA**  
 CPM Pharma Certified



”My first goal when I attended the CPM program was to get more knowledge to set up a pricing department

in terms of organization and processes. And I had more!

The CPM program is the platform where we can share ideas, learn from experts, develop pricing knowledge and start new projects to improve the margin once back to the office.”

**Mounib Jaballah**  
*Pricing Manager Global Market Access,*  
**LFB**



”I found the CPM Pharma course a very complete, inspiring and structured opportunity to lay the fundamentals

for excellence improvement of my pharma company’s pricing & reimbursement department.”

**Massimo Orlando**  
*Global Pricing & Health Economy*  
**ALFASIGMA SPA**  
 CPM Pharma Certified



”I really found the training program very helpful to gain insight into the pricing value chain and understand

how it connects to different areas of management. Its industry agnostic but still highly impactful.”

**Kaushal Kishore**  
*Manager Pricing and Contracting*  
 Analytics  
**AMGEN**



# A SELECTION OF COMPANIES WITH CPM<sup>®</sup> ALUMNI

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abbvie





## A SELECTION OF COMPANIES WITH CPM® ALUMNI

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Read ALL testimonials  
and success stories on  
the EPP portal site:  
[www.pricingplatform.com](http://www.pricingplatform.com)



FOR YOU?

CHECK OUT  
OUR CALENDER  
AND RESERVE  
YOUR SEAT

**NOW!**



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For further information on the  
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EPP is the leading know-  
ledge sharing platform,  
serving thousands of pricing  
and profit optimisation ma-  
nagers. Next to state-of-the-  
art industry focused forums,

workshops, seminars, open and in-company trainings,  
EPP offers also access to a vast digital library of articles,  
research and white papers.

**The CPM® programme is the most recognised pricing  
certification for global pricing professionals.**