“Early consideration of pricing and market access issues is essential to deliver products that meet payers’ needs, which is critical in an environment where payers have an ever greater ability to manage price or restrict access only to products that deliver proven improvements for patients. This collaboration enables ICON’s expertise to be shared with biopharmaceutical professionals in the academic surroundings of a world-renowned university.”

- Catherine Beecher, Divisional Principal, EU, ICON Pricing & Market Access.

The aim of this five-day course is to introduce the complex discipline of pricing and market access strategy and to illustrate how this may help capture not only a higher proportion of the value of a novel drug but also increase the product's overall intrinsic value. Participants will gain new expertise through a concentrated series of specialist lectures and tutorials and have the opportunity to develop relevant practical skills by the application of the learnings to industry case studies.

“Providing this course substantially enhances our offering. The success of our professional practice postgraduate business programmes is testament to the growing interest in the biopharmaceutical business arena and we benefit greatly from leveraging ICON’s wealth of knowledge.”

- Professor Chris Lowe, Regius Professor of Biotechnology.

**Course Benefits**

- Understand the foundations of value-based pricing
- Learn how pricing strategy integrates with the overall product strategy in creating and capturing the value of an innovation
- Enrich the understanding of how health economics & outcomes research (HEOR) can support and complement the deployment of a pricing strategy
- Become familiar with value capturing tools: Building a toolkit to develop and sustain the value of an innovative product
- Learn specific techniques to communicate the value of a new product
- Formulate best practices in the field of biopharmaceutical pricing
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<th>Modules</th>
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| **Module 1:** Pricing Fundamentals in the Biopharmaceutical Industry | – The macroeconomics of pharma: the opportunities and the challenges ahead  
– The strategic role of pricing and market access to drive growth  
– The complexity of price: a concept between marketing strategy, sales and finance  
– Introduction to the concept of value based pricing and integrated value strategy: how to create and communicate value with a market access strategy and capture it with price |
| **Module 2:** Creating Value | – Understanding the role played by country specific purchase decision systems in determining the relationship between price and level of access  
– Optimising the value – price – access relationship across countries and indications  
– Value messages: the concept, their role and how to use them  
– Building the value platform: developing the value proposition and testing the value story |
| **Module 3:** Communicating Value | – HEOR as a tool to communicate the value of a new product  
– HTAs: what they are and how to deal with them  
– Planning the communication strategy and the role of the Global Value Dossier (GVD)  
– Generating other types of evidence to fit into an HEOR evidence plan |
| **Module 4:** Capturing Value | – The challenges in implementing a pricing and reimbursement strategy within and across markets  
– Payer engagement: the role of pricing negotiation in the EU and of contracting in the US  
– Elements of negotiation strategy and negotiation training  
– Cross-country implications of reference pricing and parallel trade affecting the price negotiation process  
– Discounting, contracting and innovative pricing schemes (risk sharing) |
| **Module 5:** Special Topics in Pricing and Market Access | – Pricing and market access overviews: a quick guide to the US and EU5  
– Pricing drugs in fast growing economies and in the developing world  
– Loss of exclusivity: generics and biosimilars - challenges and opportunities |
**Location**
The course will be held at Corpus Christi College conference facilities, under the auspices of the Institute of Biotechnology, part of the Department of Chemical Engineering and Biotechnology. Corpus Christi, one of the most ancient Colleges, is located on Trumpington Street, in the heart of the medieval centre of Cambridge and close to several major hotels, other historic Colleges and the scenic River Cam.

For more information visit: [www.corpus.cam.ac.uk/](http://www.corpus.cam.ac.uk/)

**Fees**
- Complete programme: £5000
  (Early booking rate: £3500; deadline 1 July 2016)
- Individual module(s): £1500 each
  (Early booking rate: £1000; deadline 1 July 2016)
- Multiple delegate discounts available; please contact us for further details

Fees include course materials and tuition, lunches and refreshments, a traditional College dinner and a guided tour of historic Cambridge. Accommodation and travel costs are not included and are the responsibility of participants. Please note that the organisers are not responsible for costs incurred by participants should the course be cancelled due to unforeseen circumstances.

**How To Register**
Please register your interest by sending an e-mail to Dr Linda Allan: lma31@cam.ac.uk

Payment may be made on invoice by BACS transfer, by cheque made payable to the University of Cambridge or online by credit card. Details of each payment method are provided on request.

**Accommodation**
The course organisers are pleased to offer assistance with making hotel reservations on behalf of participants. Whilst availability is not guaranteed until an enquiry is made on a registrant’s behalf, it may also be possible to reserve accommodation in a nearby Cambridge College. This option affords a traditional ‘Cambridge’ experience and value for money but necessarily lacks some of the benefits offered by hotels. For more information please visit: [www.cambridgerooms.co.uk](http://www.cambridgerooms.co.uk)

**Inquiries**
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