



# MARKET ACCESS CALL COMPETENCE

## BACKGROUND

*Pharma market is rapidly changing, and new broad base of stakeholders is impacting the uptake and use of pharmaceutical products. In Europe breakthrough innovations can obtain marketing approval via Prime Fast Track program. New innovations tend to have a high price tag and at launch from the payer's perspective there is often significant uncertainty of the clinical outcomes in real life.*

*Cost-effectiveness has supplemented the established notions of safety, efficacy and quality as a further requirement to secure market access. Common consensus is that the traditional pharma sales model is no longer sufficient since engaging with payers and other budget holders requires a different approach compared to the traditional industry methodology.*

## CONVERT YOUR CUSTOMER FACING TEAM INVESTMENT INTO EFFECTIVE INTERACTION WITH KEY STAKEHOLDERS

- ▶ Understand the implications your product may have on the wider healthcare market and the operating units within it.
- ▶ Understand the impact of the changing decision-making processes in healthcare will have on your product.
- ▶ Prepare a positive and constructive approach so that the healthcare environment supports the uptake of your product.
- ▶ Communicate the value of your product to the different stakeholders who influence uptake.

## MARKET ACCESS CALL COMPETENCE - TRAINING PROGRAM

Market Access Call Competence (MACC) training program is designed in collaboration with pharma companies. It is targeted to companies who have realized that there is a need to improve the core competencies of field-based personnel who are meeting with high-end stakeholders. This need is most obvious in the field of Key Account Management, Brand Management, Field-based Market Access and Medical Affairs. The first MACC class started in August 2018 and the second takes place in February 2019. MACC is carried out by Medaffcon's senior specialists.

## OBJECTIVES AND DURATION

- ▶ To enhance the necessary skills and capabilities of Field Based Execution of Market Access Strategy of key customer facing people in pharma companies.
- ▶ To act as a recognition and retention program for key talents.

MACC training is carried out alongside the participants work and therefore does not distract with daily accountabilities but rather builds on the interaction with key stakeholders via practical learnings. The program contains eight class room training days, company specific project design and mentoring of the project execution.



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## TOP-LINE CONTENT

The program is based on “Learning by doing” -method, apart from class room lectures the program contains a lot of group work on real case studies as well as e-Learning opportunities. The contents are designed so that the learnings can quickly be utilized on each participant’s own specific area. Additionally, each participant will do one company specific project in the area of Value Demonstration, Real World Practice or Risk Sharing Agreements/Managed patient entry programs. This will be done under close mentoring of Medaffcon senior consultants. The content covers the following areas:



### 1. PHARMA ENVIRONMENT IN FINLAND; POLICY AND STAKEHOLDERS



### 2. PRICE AND REIMBURSEMENT APPLICATION PROCESSES



### 3. KEY ELEMENTS OF HEALTH ECONOMICS



### 4. REAL WORLD EVIDENCE – SOURCES AND USE IN PRACTICE



### 5. INFERENCE OF STATISTICAL RESULTS



### 6. THE USE OF HEALTH ECONOMICS AND RWE IN NEGOTIATIONS



### 7. MANAGED ENTRY (INCL. RISK SHARING AGREEMENTS) AND HOSPITAL TENDERING



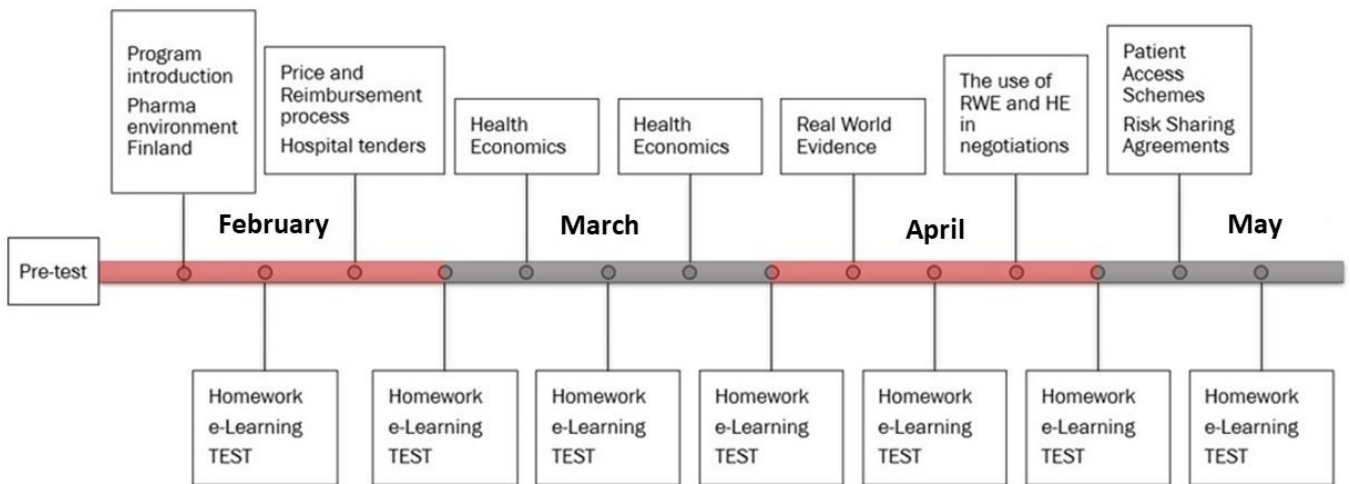
### 8. COMPANY SPECIFIC PROJECT



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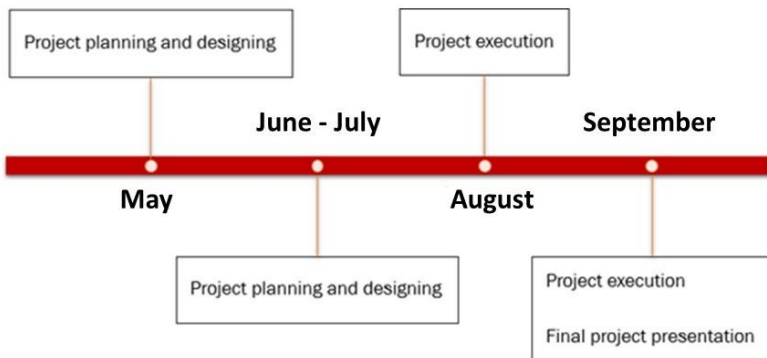
## SCHEDULE 2019

### CONTACT LESSONS AND HOMEWORK



### COMPANY SPECIFIC PROJECT

Planning and designing of the company specific project will start in April 2019 and the project execution will take place between May and August 2019. Final project presentations will be held by the end of September 2019.





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## JOIN NOW

The MACC course will accommodate max. 10 participants. The second class will start in February 2019. Final project presentation will be by the end of September 2019. The cost includes all trainings, materials, e- Learning platform use, mentoring and company specific project, which is confidential between company and Medaffcon only.

Investment: € 15 200 (+ ALV) per participant.

For further information and registration:



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## ABOUT MEDAFFCON

Medaffcon is a highly specialized expert and research organization in the areas of Market Access and Medical Affairs. Medaffcon has a unique mix of experts with both industry and academic backgrounds. Medaffcon has executed hundreds of Market Access and Medical Affairs projects during the past nine years and has been deeply involved in shaping the manufacturer/payer interface.