

Learn from the Leaders

Simon-Kucher & Partners' Pricing & Market Access Training Bootcamp 2017

Radisson Blu Hotel Zurich Airport, November 15th, 2017

What will the attendees learn?

- ✓ The key principles of pricing
- ✓ An overview of P&MA in key healthcare markets
- ✓ Trends and evolving topics in the pharmaceutical industry right now

What the attendees will get out of this training?

- ✓ An opportunity to learn from and question the experts at Simon-Kucher & Partners
- ✓ A comprehensive overview through presentations, interactive sessions and case studies
- ✓ Interactions with other industry colleagues to share ideas and network

Who is the P&MA Bootcamp for?

Geared towards any team member to build a basic understanding of pricing and market access principles for anyone who wants to learn more or gather a firm basis.

Registration fee

▶ **€1,600** (excluding VAT)

There are a limited number of participants to maximize the effectiveness of the training and places tend to fill up quickly, so please register early. After we process your registration, we will send you a separate email for the registration fee. If for any reason you are not able to attend, you may send someone in your place.

Speakers

Robert Dumitrescu
Partner
Simon-Kucher & Partners



Diane Cosset
Director
Simon-Kucher & Partners



Graham Tatham
Director
Simon-Kucher & Partners

Simon-Kucher & Partners

Simon-Kucher & Partners is a global consulting firm with 1,000 professionals in 34 offices worldwide focusing on TopLine Power[®]. Founded in 1985, the company has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. To find out more, go to www.simon-kucher.com

Zurich

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Program

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9:00 – 9:15 a.m.	Welcome coffee and introduction Robert Dumitrescu
9:15 – 10:15 a.m.	Pricing Basics and Principles of Value-Based Pricing Robert Dumitrescu
10:15 – 11:00 a.m.	Overview of the US Healthcare System and Trends Robert Dumitrescu
11:00 – 11:15 a.m.	Coffee break
11:15 a.m. – 12:30 p.m.	Developing a Global Pricing Strategy: Theory and Case Study Diane Cosset
12:30 – 1:15 p.m.	P&MA Activities Across the Product Lifecycle Diane Cosset
1:15 – 2:15 p.m.	Lunch break
2:15 – 3:45 p.m.	Overview of EU-5 P&MA and Trends Graham Tatham
3:45– 4:00 p.m.	Coffee break
4:00– 4:45 p.m.	Contracting in 2017 and Beyond Graham Tatham
4:45 – 5:00 p.m.	Wrap-up and closing Robert Dumitrescu

Registration

Please register by November 10th 2017.

To register online, please go to

www.simon-kucher.com/en/events/simon-kucher-partners-pricing-market-access-training-bootcamp-2017, or email the enclosed form to LS-forum-zurich-2017@simon-kucher.com. If you have any questions, or require hotel accommodation, please contact Lisa Schaefer, Lisa.Schaefer@simon-kucher.com, Tel. +49 228 9843 280 to take advantage of our special rates.

Venue

Radisson Blu Hotel Zurich Airport, Flughafenstrasse, 8058 Zurich, Switzerland, Tel.: +41 44 800 4040, www.radissonblu.com/en/hotel-zurichairport