



## **HEALTH CARE REIMBURSEMENT AND MARKET ACCESS SEMINAR**

**SEPTEMBER 12<sup>TH</sup> 2012, 9AM – 5.30PM**

The Ministry of Foreign Affairs of Denmark, in collaboration with leading American and international experts in market access and pharmaceutical pricing strategy, i.e. Novel Health Strategies, BlueCross BlueShield, ISPOR and EUnetHTA, is proud to host a one-of-a-kind seminar in Copenhagen on product reimbursement and market access. The seminar will take place in Eigtveds Pakhus at the Ministry of Foreign Affairs in Copenhagen.

### **PRODUCT REIMBURSEMENT AND STRATEGIC MARKET ACCESS**

The increasing pressure to contain health care costs globally has both American and European authorities searching for models to efficiently justify spendings on medical products and pharmaceuticals. Organizations like EUnetHTA and ISPOR are working on sharing best practices and payers and industry must work together to ensure that innovative treatments make it to the market. Payers are increasingly sophisticated at analyzing the economics of new healthcare products and technologies in order to understand the value of new medications. These assessments are used for reimbursement decisions and implementation of novel cost-control strategies, causing modest to fundamental shifts in treatment protocols.

Companies operating in the life sciences industries must embrace the stakeholders' business models and strategies for reimbursing medicine and medical technology in order to negotiate optimal payment. In the US, product reimbursement is increasingly based on Comparative Effectiveness Research (CER) and risk sharing and it is essential to understand at an early stage of development, how to demonstrate a superior cost/benefit proposition. With drug development for the global market in mind, the seminar will offer an necessary understanding of similarities and differences of the requirements from various reimbursement authorities.

### **THE SEMINAR**

This unique one-day seminar brings together industry and government advisors, experts from private health plans and the International Society for Pharmacoeconomics and Outcomes Research, to discuss how manufacturers most efficiently can justify reimbursement to the payers. Presentations and case studies will provide valuable understanding of the following issues:

- Trends and challenges in pharmaceutical reimbursement
- The US reimbursement system, components and processes
- Understanding payers and their challenges
- Health care reform impact on reimbursement
- Applied Health Technology Assessment
- Effect of US health care reform on evaluation and pricing of new therapies
- Shaping a pricing and reimbursement strategy supported by clinical data

## ONE-TO-ONE MEETINGS

Additionally, the seminar offers a rare opportunity for one-to-one meetings with the experts. The meetings will take place after the seminar, and must be booked when registering. Considering the amount of meetings, it is expected that the meetings will be limited to 15-20 minutes each.

## NETWORKING

During the seminar there will be coffee breaks and a one hour lunch buffet. We will end the day with a networking reception with light refreshments and snacks during and after the one-to-one meetings.

## REGISTRATION AND PRICE

Participants are encouraged to take advantage of the early bird reduced fee: Registrations processed by August 8<sup>th</sup> will be billed at dkk 3.800,-. After this date the fee will be dkk 4,200,-. Registration deadline is **Tuesday, September 4<sup>th</sup> 2012**. After this date, registration is binding. The seminar fee includes all materials and catering through the day. For more information, program, and registration please go to: <http://usa.um.dk/en/the-trade-council/the-trade-council-offers/health-care-market-access-seminar/>

For any questions, please do not hesitate to contact Susanne Andersen Bækgaard, Commercial Advisor Lifescience, e-mail: [susaan@um.dk](mailto:susaan@um.dk), phone +1 212 705 4915.

## SUPPORTING ORGANIZATIONS:



The Trade Council of Denmark is a part of the Ministry of Foreign Affairs and is the official export and investment promotion agency of Denmark. The Trade Council benefits from around ninety Danish Embassies, Consulates General and Trade Commissions abroad. The Trade Council advises and assists Danish companies in their export activities and internationalisation process according to the vision: We must be a partner preferred by enterprises in international trade and investment activities.

The Work in the Trade Council follows specific procedures. In this way our customers are secured the best possible quality under the varying working and market conditions at any given point of time.

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