

## 4. MARKET ACCESS

This pack of lectures provides knowledge about the main elements to consider and work with when introducing a new product into the market from both a European and a US perspective. This pack will give the participants the bases to define a successful business model, as well as an introduction on reimbursement and market access strategies.

- **Number of sessions:** 5
- **Starting date:** 4 July 2023
- **Whole Package Price:** 200 €
- **Buy one or more sessions:** 50 €/individual session
- **Platform:** Microsoft Teams; dial-in details will be sent before the lecture.

### SESSIONS:

#### 4.1. Business models in the healthcare industry

**Lecturer:** Ziad Moubarak (member of the Career Development Center at IESE Business School)

**Date:** 4 July 2023

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** This session gives a detailed introduction to healthcare industry, covering its main agents, providing general data and key information in order to have a clear idea about its size and characteristics. You will learn about its subsectors and the emerging ones, and how patients have become an active figure around the market interests.

#### 4.2. The Healthcare industry – Value Chains

**Lecturer:** Núria Rodríguez (Director, Acces & Pricing Europe at Alira Health)

**Date:** 11 July 2023

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** The lecture covers the concept of value chains in healthcare, which

describes the series of activities and processes that are involved in creating and delivering healthcare products and services to patients. The lecture also examines the different stakeholders in the healthcare value chain, including healthcare providers, insurers, pharmaceutical companies, and patients. It explores how each of these stakeholders adds value to the overall healthcare system, and how they interact with each other to create a functioning value chain.

Furthermore, the lecture highlights the challenges and opportunities that exist within the healthcare industry, such as rising healthcare costs, increasing demand for healthcare services, and advancements in medical technology.

### 4.3. Health Technology Assessment

**Lecturer:** Laura Sampietro (Deputy Director of Innovation, Head of Assessment of Innovations at Hospital Clínic)

**Date:** 12 September 2023

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** This session is a very useful introduction to the healthcare value chain. and will teach you how to bring an idea into the market. Some of the topics that will be covered are: economic context, healthcare paradigm, healthcare technology life cycle, the basis of market approval and quality analysis, etc. You will learn the basic steps of HTA (Health Technology Assessment) and what is considered value in this specific market.

### 4.4. Reimbursement basics

**Lecturer:** Belen Martí (Director Public Affairs & Market Access EMEA, Canada and LATAM at Edwards Lifesciences)

**Date:** 13 September 2023

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** The objective of this session is to teach attendees the fundamental principles of European reimbursement and health economics, so that they understand the importance of it in health innovations from the very first day.

#### 4.5. Clinical Trials in Medical Devices

**Lecturer:** Joana Claverol (Head of the Clinical Research Unit of the Institut de Recerca Sant Joan de Déu)

**Date:** 19 September 2023

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** The current presentation covers the regulations and guidelines that govern clinical trials. The lecture also explores the different phases of clinical trials, including the design, implementation, and analysis of clinical trials. It highlights the importance of proper study design and patient selection to ensure accurate and reliable results. Overall, the lecture aims to provide attendees with a comprehensive understanding of the clinical trial process for medical devices, including the regulations, guidelines, and best practices for conducting safe and effective trials.

### PROMOTIONS

#### **Students:**

We offer a 50% discount (for any category, but not accumulative) to students who are in their final academic year at university, or who are studying a Masters degree related to the following fields: business, engineering, life sciences or design. If interested, please send an e-mail to [aalbacete@biocat.cat](mailto:aalbacete@biocat.cat), with the subject "Short Programs Discount", providing your details and attaching a copy of your university registration. Promotions are limited and will be assigned on a first-come, first-served basis.

### CANCELLATION POLICY

To withdraw from a session you must send an e-mail to: [aalbacete@biocat.cat](mailto:aalbacete@biocat.cat). If cancellation is received more than one week (7 working days) before the date of the Short Program session, you will be reimbursed for 100% of the registration fee. If cancellation is received during the week prior to the date of the lesson, you will be reimbursed for 50% of the registration fee. If no notice is given, participants will not be reimbursed even if they do not attend the session.