

Simon-Kucher & Partners' Pricing & Market Access Academy 2018

Learn from the Leaders

Radisson Blu Hotel Zurich Airport, October 12, 2018**What will attendees learn?**

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

Why attend?

- ✓ An opportunity to learn from and question the experts at Simon-Kucher & Partners
- ✓ A comprehensive overview of recent trends and evolving topics in the P&MA space
- ✓ Interactions with other industry colleagues to share ideas and network

Who is the Simon Kucher & Partners' P&MA Academy meant for?

Geared towards young professionals who are new to the P&MA world within the pharmaceutical industry. The Academy will build or refresh the basic understanding of P&MA principles.

Investment

- ▶ Registration: **€1,600**

There will be a limited number of participants to maximize the effectiveness of the Academy and places tend to fill up quickly, so please register early. After we review your registration, we will send you a separate link to pay the according investment fee.

Cancellation policy

If for any reason you are not able to attend, you may send someone in your place. If that does not work for you, we will refund your payment if you cancel up to 4 weeks prior to the training (any time before September 11, 2018).

Speakers**Gabor Kiss**Partner
Simon-Kucher & Partners**Diane Cosset**Director
Simon-Kucher & Partners**Jörg Tritschler**Director
Simon-Kucher & Partners**Simon-Kucher & Partners**

Simon-Kucher & Partners is a global consulting firm with more than 1,100 professionals in 36 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 Gabor Kiss, Partner
9:15 – 10:15 a.m.	Pricing basics and principles of value-based pricing Gabor Kiss, Partner
10:15 – 11:15 a.m.	Developing a global pricing strategy: Theory and case study Diane Cosset, Director
11:15 – 11:30 a.m.	Coffee break
11:30 a.m. – 12:15 p.m.	P&MA activities across a product lifecycle Diane Cosset, Director
12:15 – 1:15 p.m.	Lunch break
1:15 – 2:45 p.m.	Overview of EU-5 P&MA and trends Jörg Tritschler, Director
2:45– 3:00 p.m.	Coffee break
3:00– 4:00 p.m.	Contracting in 2018 and beyond Jörg Tritschler, Director
4:00 – 4:15 p.m.	Wrap-up and closing Gabor Kiss, Partner

Registration

Please register by September 30, 2018.

To register online, please go to www.simon-kucher.com/LifeSciencesForum2018, or email the enclosed form to LS-Forum-Zurich-2018@simon-kucher.com. Participation is free of charge, but spaces are limited and issued on a first come, first served basis. If you have any questions or require hotel accommodation, please contact Bernadette Schweizer, bernadette.schweizer@simon-kucher.com, Tel. +49 228 9843 307 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

Registration form

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I would like to attend the P&MA Academy in Zurich on October 12, 2018.

Unfortunately, I am unable to attend, but please contact me again about future events.

I am unable to attend.

Contact details

Title, first name, surname

Position

Company

Address

Country

Tel.no./fax.no.

E-mail

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