

Market Access Europe: It's Not Just About Price

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Abstracts

“May you live in interesting times.”

Considered a curse by some, the saying could also be a blessing—especially when it comes to the evolving world of market access in Europe.

Given its complex geo-political situation, position in the global economy and number of voices to be heard, market access in Europe is both an environment of great hurdles—and great potential. While price and cost containment are major factors tackled by administrations and the pharmaceutical industry alike, it is only part of the story.

The rest of the tale is as multi-faceted as the region itself. National reimbursement policies that vary widely from country to country, payer restrictions and health care legislation have created an environment that can no longer focus solely on price. The result is a growing awareness in the industry of the importance of developing strategies that prepare the market, ensure there are no hidden payer issues and which pre-empt stakeholder concerns.

In *Market Access Europe: It's Not Just About Price*, FirstWord casts a critical eye on the rapidly changing European environment to consider the key drivers and barriers to market access. The wide-ranging report addresses all major areas of market access in Europe, from value demonstration and partnership to price reference issues, the importance of communicating value and pan-European versus local approaches. The study includes interviews and access to some of the most senior and well-respected industry figures from PharmaPrice International, Novartis, Janssen and Axon Communications, amongst others. Concisely written, the report offers the industry discussions of major trends, insight into the pros and cons of specific approaches and most importantly of all, a thorough overview of the current state of the environment.

Scope

The report includes:

A full report on every aspect of market access in Europe

Insight into the pros and cons of specific approaches

Key features:

Expert opinion on all major areas of concern in market access in Europe

Detailed discussion of price and cost containment issues with a focus on value demonstration and partnership

Case studies that highlight successful approaches

Overview diagrams and up-to-date statistics to illustrate the scope of changes to the market

Several key academic and industry references for further reading and detail

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