

Project HealthCare: **MARKET ACCESS TRAINING**

**INTENSIVE MARKET ACCESS TRAINING FOR THE
HEALTHCARE PROFESSIONALS
WITHOUT MARKET ACCESS EXPERIENCE**

PHC, 2025

Breakdown of the areas and topics associated with the MA intensive training

Proposed Training Schedule

1. 1. Drug Development and Legislative Overview

Outline:

Introduction to drug development (2 hours)

Key legislative frameworks (2 hours)

Regulatory requirements (2 hours)

Total Hours: 6

Specialists: Regulatory Affairs Expert, Lawyer

2. Overview of Reimbursement Strategies

Outline:

Basics of reimbursement mechanisms (2 hours)

Reimbursement processes across different markets (3 hours)

Total Hours: 5

Specialists: Health Economics Expert, Market Access Consultant

3. Health Technology Assessment (HTA)

Outline:

Principles of HTA (2 hours)

HTA methodologies (3 hours)

Total Hours: 5

Specialists: HTA Specialist, Health Economist

4. Market Access Landscape and Stakeholder Engagement

Outline:

Market access landscape (2 hours)

Stakeholder roles (2 hours)

Stakeholder engagement strategies (2 hours)

Total Hours: 6

Specialists: Market Access Strategist, Public Affairs Specialist

5. Pricing Strategies

Outline:

Fundamentals of pricing (2 hours)

Pricing strategies (3 hours)

Impact on market access (2 hours)

Total Hours: 7

Specialists: Pricing Analyst, Market Access Consultant

6. Case Studies and Practical Applications

Outline:

Case studies (4 hours)

Group discussions (2 hours)

Practical exercises (2 hours)

Total Hours: 8

Specialists: Lawyer, Market Access Consultant, Industry Practitioners

7. Emerging Trends and Future Directions

Outline:

Future trends, Horizon Scanning (2 hours)

Telemedicine, AI, Digital health technologies (2 hours)

Total Hours: 4

Specialists: Market Access Consultant, Industry Analyst, Digital Health Expert

Total training hours: 41 hours