MCE

READY-TO-RUN IN-COMPANY



Leading Cross-Functional Market Access in Pharma & Biotech

PHARMA & BIOTECH

READY-TO-RUN

What is a **Ready-to-Run** programme?



MCE's Ready-to-Run programmes are standard MCE programmes delivered to one organization at a time. There are no public sessions or individual registrations.

01

Standard content

The programme is delivered as designed: the same six modules for every group.

02

Your team only

Only participants from your organization are in the room.

03

You choose the logistics

Dates, group and format: on your site, at a venue or online.

How does Ready-to-Run compare with other MCE formats?

	Open programme	Ready-to-Run	Custom programme
WHO ATTENDS	Individuals from different organizations	Your team only	Your team only
CONTENT	Standard	Standard	Designed for you
DATES & LOCATION	Scheduled public sessions	You choose	You choose
A GOOD FIT WHEN	You are developing one or a few people	You have more than three people to train	You need content designed for your organization

More than three people to train?

If you plan to send several people to an open programme, a Ready-to-Run programme for your team is a practical option to compare.

Request a quote >

READY-TO-RUN IN-COMPANY

Leading Cross-Functional Market Access in Pharma & Biotech

Get medical, commercial, market access and HEOR pulling together to win access.

Why This Programme Matters to You

Market access is never won by one function. It depends on medical, commercial, regulatory, clinical development, HEOR and external affairs generating the right evidence, telling one value story, and moving in step across the whole product lifecycle.
But those functions have different priorities, timelines and incentives — and when they work in silos, access stalls: evidence gaps, mixed messages to payers, and slow decisions at exactly the wrong moments.

This programme helps your leaders and teams build integrated access strategies — aligning evidence and value generation, mapping the stakeholder ecosystem, and leading the cross-functional collaboration that gets therapies funded and adopted.



Competences

- Cross-functional alignment
- Access strategy
- Stakeholder mapping
- Evidence alignment
- Integrated decisions

Who Is It For

You lead or coordinate across the functions that shape market access — medical, commercial, regulatory, HEOR, external affairs. You want to turn a fragmented effort into one integrated access strategy.

Experienced Managers

Senior Managers & Directors

Learn, Practice and Use

- **Build** an integrated, cross-functional market access strategy.
- **Align** evidence and value generation across functions and the lifecycle.
- **Map** the stakeholder ecosystem that decides access.
- **Get** medical, commercial, regulatory and HEOR working to one plan.
- **Influence** and align across functions you don't control.
- **Build** the strategic partnerships access now depends on.
- **Make** integrated decisions faster and earlier.
- **Leave** with a cross-functional access plan for a real product.

PRACTICAL INFORMATION

DURATION
2 days

BUSINESS IMPACT

Improves organisational alignment, accelerates market access readiness, and strengthens the ability to respond to evolving healthcare system expectations.

Click here for the full programme outline

Programme Modules

1

Why Access Lives or Dies on Alignment

Market access depends on many functions: medical, commercial, HEOR, regulatory and public affairs. You look at how silos between them slow access down, and what changes when they work as one team.

2

Building an Integrated Access Strategy

Access strategy often starts too late and stays inside one function. You work on building an integrated access strategy across the product lifecycle, with every function contributing from the early stages.

3

Mapping the Stakeholder Ecosystem

Access decisions are shaped by payers, HTA bodies, clinicians, hospital buyers and policy makers. You practise mapping these stakeholders, understanding what each one needs and deciding where to focus.

4

Aligning Evidence and Value Across Functions

Clinical, economic and real-world evidence often come from different teams. You work on aligning evidence and value generation so that they support one clear value story for payers and health systems.

5

Leading Collaboration Across the Matrix

You need commitment from functions you don't manage. You strengthen how you influence colleagues across the matrix and how you make joint decisions on access quickly and clearly.

6

Your Cross-Functional Access Plan

You apply what you have learned to a real product or market. You leave with a clear cross-functional access plan: the stakeholders, the evidence and who does what.



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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