MCE

READY-TO-RUN IN-COMPANY



Demonstrating Healthcare Value Beyond the Product

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

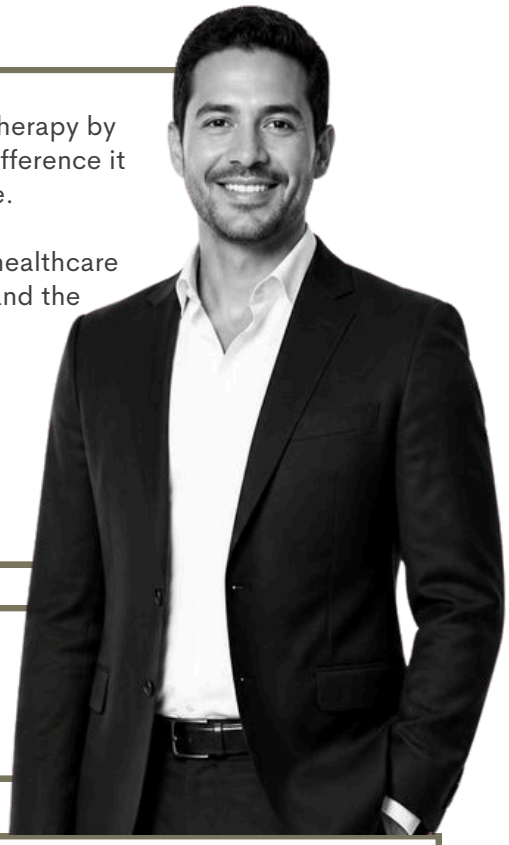
More than three people to train?

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 >

Demonstrating Healthcare Value Beyond the Product

Show health systems the value you create — in outcomes, cost and care, not only in the clinical trial.



Why This Programme Matters to You

Health systems are under constant budget pressure, and they now judge a therapy by more than its efficacy. Payers, hospitals and clinicians want to know what difference it makes to patient outcomes, to the care pathway and to the total cost of care.

Clinical trial data rarely answer those questions on their own. Value-based healthcare puts the outcomes that matter to patients, relative to cost, at the centre — and the organizations that can show that value, with credible evidence and services around the product, are the ones health systems want to work with.

This programme helps your teams build and communicate that wider value case: outcomes thinking, real-world evidence, value beyond the product, and a clear story for every stakeholder.

Competences

- Value-based healthcare
- Health economics
- Outcomes measurement
- Real-world evidence
- Value communication

Who Is It For

You work in market access, HEOR, medical affairs, marketing or key account management, and you need to show health systems the value of your therapies beyond efficacy.

Experienced Managers

Professionals & Specialists

Learn, Practise and Use

- **Apply** value-based healthcare principles to your own portfolio.
- **Use** health economics and outcomes thinking with confidence.
- **Identify** the outcomes that matter to patients, clinicians and payers.
- **Use** real-world evidence to strengthen the value case.
- **Build** value propositions that go beyond the product.
- **Explore** outcomes-based agreements and value partnerships.
- **Tailor** the value story to each stakeholder.
- **Leave** with a value case for a real product.

PRACTICAL INFORMATION

DURATION
2 days

BUSINESS IMPACT

Enhances the organization's ability to secure stakeholder support, strengthen reimbursement discussions, and demonstrate sustainable healthcare value.

Click here for dates, locations and full programme outline

Programme Modules

1

What Value Means to a Health System Today

Health systems now judge a therapy by more than its efficacy. You look at value-based healthcare and how payers, hospitals and clinicians assess value today: outcomes that matter to patients, compared with the total cost of care.

2

Health Economics and Outcomes Thinking

You don't need to be a health economist, but you do need to understand the evidence. You work on the core ideas behind HEOR, such as cost-effectiveness, budget impact and patient-reported outcomes, so you can use them with confidence.

3

Real-World Evidence That Strengthens the Case

Clinical trials show what a therapy can do; health systems want to know what it does in everyday practice. You explore how real-world evidence can strengthen the value case, and how to use it credibly with sceptical stakeholders.

4

Value Beyond the Product

Health systems increasingly look for partners, not just products. You build value propositions that combine the therapy with services, care pathway improvements and partnerships that solve real problems for the health system.

5

Value Stories for Every Stakeholder

Payers, hospital managers, clinicians and patient groups all define value differently. You practise turning the evidence into clear, simple value stories for each of them.

6

Your Value Case

You apply what you have learned to a real product or portfolio. You leave with a clear value case: the outcomes, the evidence and the story for each stakeholder.



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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