MCE



Winning Market Access in Pharma & Biotech

PHARMA & BIOTECH

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Get your therapies funded, adopted and trusted — by proving value the whole health system believes.

Why This Programme Matters to You

Approval used to be the finish line. Now it's barely the start. A therapy can clear the regulator, show strong clinical data, and still stall at the real wall: payers, HTA bodies and health systems deciding whether it's worth funding — and at what price.

They're asking harder questions than ever. Not just "does it work?" but "what does it do for outcomes, for system cost, for society?" — and all of it under intensifying scrutiny on affordability and public trust. Meanwhile access can't be won by one function alone; it needs medical, commercial, regulatory, HEOR and external affairs pulling together, early.

This programme sharpens how you win that battle: building a value story the whole system believes, tailoring it to every stakeholder, and leading the cross-functional effort that gets your therapy to the patients who need it.



Competences

- Strategic market access
- Payer influence
- Value communication
- Cross-functional alignment
- Evidence-led strategy

Who Is It For

You work in or lead market access, HEOR, medical or commercial, and you're accountable for getting therapies funded and adopted — not just approved. You want to think and lead more strategically across the whole access challenge.

Experienced Managers

Senior Managers & Directors

Learn, Practise and Use

- **Read** a market's access and payer landscape and build a strategy around it.
- **Turn** clinical, economic and real-world evidence into one value story that holds up.
- **Tailor** that story to payers, HTA bodies, clinicians, procurement and patient advocacy — each on their terms.
- **Engage** payers earlier and across the lifecycle, not just at launch.
- **Navigate** pricing pressure with credible, outcomes-based and risk-sharing approaches.
- **Balance** affordability, access and public trust.
- **Align** medical, commercial, regulatory and HEOR around a shared access plan.
- **Leave** with an access strategy you can put to work.

PRACTICAL INFORMATION

DURATION
3 days

BUSINESS IMPACT

Strengthens the organization's ability to secure reimbursement, accelerate access, and demonstrate sustainable healthcare value — turning strong science into funded, adopted therapies.

Click here for dates, locations and full programme outline

Programme Modules

1

Why Access, Not Approval, Now Decides Success

You map the real journey from approval to funded adoption — the payer wall, HTA expectations, and the shift from product value to whole-system healthcare value that's reshaping how therapies get paid for.

2

Building a Value Story Payers Believe

Clinical data alone won't do it. You work on weaving clinical, health-economic and real-world evidence into one credible value narrative that answers the questions payers and HTA bodies are actually asking.

3

Tailoring Value to Every Stakeholder

Payers, clinicians, procurement, policymakers and patient advocacy groups all want different things. You practise shaping the value story for each — same evidence, different narrative — so it lands with the people who decide.

4

Pricing, Affordability and Public Trust

Pricing is where value meets scrutiny. You explore outcomes-based and risk-sharing models, and how to balance innovation, patient access and affordability while protecting trust and reputation.

5

Winning Access as a Cross-Functional Effort

Access stalls in silos. You work on aligning medical, commercial, regulatory, HEOR and external affairs around a shared strategy, and engaging stakeholders early across the product lifecycle.

6

Your Market Access Action Plan

You leave with a concrete plan: the value story to build, the stakeholders to move, and the cross-functional alignment to make it happen.



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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