

Strategy Leader for the lung cancer franchise of F. Hoffmann – La Roche AG, where he successfully developed early payer strategies as well as launching and maintaining the reimbursement process for top oncology brands and early compounds. Dr. Walzer ran workshops similar to this several times within the global organization of F. Hoffmann – La Roche and has now developed this course for a wider audience to be applied to a real life example.

Dr. Walzer received a Master of Science in Economics from the University of Tuebingen (Germany), a PhD in Health Economics from the University of Zurich (Switzerland) and a Diploma in Clinical Trials from the London School of Hygiene and Tropical Medicine (UK). He is co-author of more than 25 peer-reviewed scientific articles and more than 40 scientific abstracts.



#### **BJOERN SCHWANDER**

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Mr. Schwander has over eleven years experience in payer marketing and health economic consultancy.

As a consultant he has led and worked on numerous projects regarding payer strategy and its implementation for various pharmaceutical, biotech and medical device companies.

In recent years the focus of his work has been supporting clients in the development, preparation and implementation of an integrated payer strategy. Besides these activities he has been involved in disseminating 'key payer value messages' by publishing several scientific congress abstracts, peer-reviewed articles and payer brochures. Mr. Schwander received a Bachelor of Science in Applied Health Sciences from the University of Applied Sciences Magdeburg (Germany).



## **FURTHER INFORMATION**

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- The number of places is limited to 25 on a "first-come-first-served" basis
- Catering is included in the course fee
- Organized trip to the Oktoberfest on Wednesday evening is included
- Each participant will receive a certificate of attendance
- Accommodation must be arranged by the participant

## **CONTACT & REGISTRATION**

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Course fee per person 5,990 €  
Registration by May 15<sup>th</sup> 2012 5,550 €

Please visit our website

[www.assessment-in-medicine.de](http://www.assessment-in-medicine.de)

where you will find further information and the registration form.

In case of any questions please contact

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## **Our Knowledge** *Your Success*

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### **AN INTEGRATED PAYER STRATEGY COURSE:**

Developing a successful  
payer strategy throughout  
a product's lifecycle

**September 25<sup>th</sup> – 27<sup>th</sup> 2012**  
**Munich, Lake Starnberg (Germany)**

### **TUTORS:**

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**Dr. Mark Nuijten**  
**Dr. Stefan Walzer**  
**Mr. Bjoern Schwander**

## DESCRIPTION OF THE COURSE

### 3 DAY PRACTICAL HANDS-ON WORKSHOP ON PAYER STRATEGY

This course offers the unique opportunity to simulate a real life payer strategy experience within the pharmaceutical industry. Attendees will be able to follow the various decision processes and also milestones of a payer strategy development as well as the option of seeking for payer advice. Finally a payer negotiating around the value of the product will be simulated.

### REAL LIFE SIMULATION

A real life example from the pharmaceutical industry will be used on the basis of published clinical and cost-effectiveness evidence of two compounds launched some years ago. Pre-readings materials will be provided as well as ad-hoc information during the course in order to simulate new evidence during a lifecycle.

### INTEGRATED STRATEGY APPROACH

The uniqueness of this course and workshop is the experience participants will get as a result of the competitive situation throughout the simulation: Competition as well as payers will need to be included in the strategic concept as well as the handling of uncertainty and newly available data.

### DAY BY DAY NEW EXPERIENCES

#### FIRST DAY – PRE-LAUNCH DAY:

- Theory and expectations around an integrated payer strategy
- Introduction into the real life example
- Simulation of the pre-launch phase of two competing compounds

### SECOND DAY – LAUNCH PHASE:

- Expectations for successful payer launch strategies
- Real life workshop based on published evidence
- Simulating a pricing decision, payer submission and negotiation

### THIRD DAY – COMPETITION AND EXPANSION:

- Competition from a payer's (strategy) perspective
- Market access expansion

## TARGET AUDIENCE

- DIRECTORS, LEADER AND MANAGERS FOR HEALTH ECONOMICS, PRICING, MARKET ACCESS AND PAYER STRATEGY
- PRODUCT/BRAND MANAGER, BUSINESS UNIT MANAGER
- MEDICAL MANAGER
- BRAND LEADER, LIFECYCLE LEADER
- PAYER CONSULTANTS, HEALTH ECONOMIC CONSULTANTS
- HEALTH SYSTEM MANAGERS, HEALTH INSURANCE/SICKNESS FUND MANAGERS

## COURSE LOCATION

Munich, Lake Starnberg  
*30 minutes from Munich airport*

**Hotel Vier Jahreszeiten**  
82319 Starnberg – Germany  
T: +49 (0) 8151 – 44 70 - 0

<http://www.vier-jahreszeiten-starnberg.de/>

## TUTORS:



**DR. MARK JC NUIJTEN**  
[HTTP://WWW.LINKEDIN.COM/PUB/](http://www.linkedin.com/pub/mark-nuijten/4/7a/167)  
[MARK-NUIJTEN/4/7A/167](http://www.linkedin.com/pub/mark-nuijten/4/7a/167)

Dr. Nuijten has 19 years experience in payer marketing and health economic consultancy. He has

a formal collaboration with Erasmus University in Rotterdam (The Netherlands) while also being the founder of Ars Accessus Medica.

Dr. Nuijten was trained as a physician before obtaining his international MBA. He received his PhD in health economics as well as the Erasmus University, Rotterdam. Dr. Nuijten was Board Director of ISPOR (2002-2004) and Chair of the Management Board of Value in Health (2002-2004). Prior to setting up Ars Accessus Medica, Dr. Nuijten was a partner with MEDTAP International. Before his MEDTAP period, he was a Managing Director of the Quintiles office in the Netherlands. Dr. Nuijten has developed and organized several training programs in health economics and payer strategy for the Drug Information Association (DIA) and for individual pharmaceutical companies. He is the author of numerous articles in leading health economic and medical journals.



**DR. STEFAN WALZER**  
[HTTP://WWW.LINKEDIN.COM/IN/STEFANWALZER](http://www.linkedin.com/in/stefanwalzer)

Dr. Walzer has 8 years experience in payer strategy and its implementation and is a general manager at Assessment in Medicine. He previously worked as a payer consultant for various

global pharmaceutical and medical device companies, successfully launching their products across the world. Dr. Walzer was also the Global Payer