

## Market Access Academy

	Monday	Tuesday	Wednesday	Thursday	Friday
Session 1	Registration  Defining access drivers and barriers	Defining an integrated evidence package	Case study presentations	Optimising access and value	Case study presentations
	Coffee break				
Session 2	Defining access drivers and barriers (cont'd)	Defining an integrated evidence package (cont'd)	Interactive discussion panel	Optimising access and value (cont'd)	Case study presentations (cont'd)
	Lunch				
Session 3	Defining access drivers and barriers Case study	Defining an integrated evidence package Case study	Creating a receptive access environment	Optimising access and value Case study	Managing access strategy and execution Panel discussion
	Coffee break				
Session 4	Defining access drivers and barriers Case study (cont'd)	Defining an integrated evidence package Case study (cont'd)	Creating a receptive access environment	Optimising access and value Case study (cont'd)	
<b>Evening Events</b>	Welcome Dinner	Pub networking	Mid-week reception	Pub networking	