

LSE Executive Education

BCG BOSTON CONSULTING GROUP

Market Access Academy

Fast-track your understanding and develop highly competitive strategies for market Access.



Understand today. Influence tomorrow.

At LSE Executive Education, we see the world as interconnected.

We are not just another business school. As a leading social sciences university, we believe a multidisciplinary approach and understanding is fundamental to success across sectors, corporations and organisations.

LSE has been a pioneer in providing executive education for professional development since our inception in 1895. Founded to know the causes of things for the betterment of society, LSE's mission remains as relevant today as ever–our global influence extends beyond the business world, with 42 world leaders and 21 Nobel prize winners having taught or studied at LSE.

We take an unashamedly intelligent approach to executive education. Rated number one in the UK by the Research Excellence Framework, our world-class research and outstanding faculty shape the LSE Executive Education learning experience. We forge leaders who shape our world, change-makers who see the power in exploring the cause of things, and executives who know that if you want to influence tomorrow, you need to understand today.

This is the LSE Advantage.

Market Access Academy

The London School of Economics and Political Science (LSE) and Boston Consulting Group (BCG) have partnered with AbbVie, Astra Zeneca, Amgen, Bayer, Janssen, Merck, Pfizer, Roche, Sanofi, Takeda, UCB, and members of the BCG Market Access Roundatable, to create LSE Health - Market Access Academy, the first collaborative market Access management development programme.



The Market Access Academy is aimed at present and future Access Leaders within the pharmaceutical industry. Based on key business needs, it will provide participants with a common grounding in market Access, training in representative decision-making across the product life-cycle, and strategies to adapt to a rapidly changing industry landscape.

This highly developed programme of lectures, case studies, workshop discussions, and notable guest speakers provides technical experts, as well as those from other functions, the tools to understand the market Access environment, plan strategy, and optimise Access and value.

5 Days in length

World class faculty

Central London location

Who should apply?

The Market Access Academy is tailored towards Access New-starters. Our target participant profile are individuals who meet the following criteria:

- Minimum of 5 years of experience post university
- Leadership experience in other functions, are looking to gain Access exposure
- Limited/or very specific Access experience and lack the broader view
- Recently became (<1 year), or will become, Global Access Leads in the near future.

We encourage applications via our website:

Timetable ⟶

How will you benefit

- Learn representative decision-making as Access Leaders, including how to frame and address business requirements/issues
- Understand the functional, technical Access competencies (policy, evidence generation etc.) and the roles they play in business decisions
- Deepen understanding of evolving Access-relevant trends and Access landscape/environment
- Network with pharmaceutical executives, industry professionals from Health Technology Assessment (HTA) bodies, key policy makers and more.

About the programme

The Academy is taught over five days and is a mix of lectures, panel speakers, and interactive case studies:



Module 1:

Understanding Access, drivers, and barriers

Learning objectives:

Understanding of key leverage points (evidence, non-evidence) used to optimise P&R outcomes across different in-scope markets and TAs.

Key takeaways:

- A deeper understanding of global healthcare trends.
- Multi-morbidity and impact on health and healthcare
- Health reforms and pharmaceutical markets.
- Challenges and responses in the global healthcare landscape.
- Industry responses to a changing world.

Module 2:

Defining an integrated evidence package

Learning objectives:

Navigating challenges and trade-offs (internal and external) for successful decision-making in evidence-generation planning and synthesis.

Key takeaways:

- Build working knowledge of clinical trials, a core activity within drug/medical device development.
- Increase ability to plan trials and awareness of the consequences of design features on approvals by health technology assessment (HTAs) bodies.
- Choose best outcomes and comparator groups.
- Appropriate interpretation of trial results.

Module 3:

Creating a receptive Access environment

Learning objectives:

Identifying key relevant stakeholders and assessing different non-evidence Access levers enabling Access Leaders to develop a broader stakeholder plan engagement beyond HTAs and payers. This module focuses on the importance of market Access stakeholders, the role of patient organisations, and utilising collaborative negotiations to realise success.

Key takeaways:

- An understanding of the requirements (both internal and external) for shaping the external environment.
- An appreciation of skills and capabilities that need to be in place for successful strategy implementation.
- An insider's view of the role of patients and their contribution to healthcare policymaking and evidence generation.
- Deeper dive into negotiation skills and capabilities the Access Leaders needs to possess in order to execute and implement a successful market Access strategy.

About the programme

Module 4:

Optimising Access and value

Learning objectives:

Developing a successful strategic P&R approach by understanding the overall option space, trade-offs and most relevant tools. The module provides participants with the technical functional expertise needed to develop P&R strategies and then expands to how to build an effective pricing strategy through three parts focused from the payer and industry perspective.

Key takeaways:

- How to build an effective pricing strategy.
- Recommend a global price architecture, shaping the pricing debate internally and externally.
- Ability to anticipate the impact of trends in pricing policy.

Module 5:

Managing Access strategy and execution

Learning objectives:

Understanding the behaviours and tools of successful cross-functional Access Leaders, as seen by executives and senior internal clients.

Key takeaways:

- Gain valuable insight from executives regarding market Access challenges and how to address them.
- Opportunity to engage in interactive discussions with executives.

Case studies

Learning objectives:

Gain and exchange insights on market Access opportunities and challenges for different products and therapeutic areas within an applied settings.

- Obtain exposure to most relevant market Access questions along the early product life-cycle.
- Explore the most important trade-offs for market Access within and across key markets.
- Develop practicable and actionable recommendations for a senior management audience.



> **"Strong Market Access leaders are, and will continue to be one of the key success factors in the transformation of the pharma industry, from the traditional RDC engine (Research, Development, and Commercialisation) to an integrated partner for healthcare systems across the world. This is a breakthrough programme to develop the necessary strategic and holistic competencies that the Access professionals of the new pharma need"**
>
> **Christoph Glaetze**
> Chief Global Value and Access Officer Janssen Pharmaceutical Companies of Johnson & Johnson

Faculty



Professor Allan Hackshaw

UCL Professor of Epidemiology and Medical Statistics
CRUK Cancer Trials Centre

Allan Hackshaw is Professor of Epidemiology and Medical Statistics at University College London, and Deputy Director of the Cancer Research UK and UCL Cancer Trials Centre. Allan teaches Module 2 of the Market Access Academy. He has over 24 years' experience in the design, conduct and interpretation of clinical trials (phase I-III), observational studies (cohort and case-control) and systematic reviews/meta-analyses: for prevention, screening or treatment. He has worked on a variety of medical disorders, with a focus on cancer; antenatal and cancer screening; and tobacco and health. Since 2012, Allen has consistently been named one of the top 40 academic role models in biomedicine at UCL.



Panos Kanavos

Deputy Director, LSE Health Programme Director at Medical Technology Research Group

Panos Kanavos (BSc, MSc (Oxon), MSc (LSE), PhD) is the Deputy Director of LSE Health and the Programme Director at the MedicalTechnology Research Group. Panos teaches Modules 1, 3 and 4 of the Market Access Academy. Panos has acted as an advisor to a number of international governmental and non-governmental organisations, including the European Commission, the European Parliament, the World Bank, the World Health Organization, the Organization for Economic Co-operation and Development, the American Association for Retired Persons, and Ministries of Health of over 21 transition and developing countries. He has participated in the European Pharmaceutical Forum as advisor to the European Commission – DG Enterprise and has been involved in of Medical Devices. and pharmaceutical companies.



> **"Market Access is now considered a core capability for any commercial lead – whether launching a product or planning a move to managing a market. The LSE Health – Market Access Academy has been developed by Industry Leaders for the Industry – it is a must for anyone who is serious about their career development."**
>
> **Anne-Toni Rodgers**
> Former Head of Operations Global Payer Evidence, AstraZeneca

Faculty



Professor Alistair McGuire

Chair, LSE Health

Alistair is Professor of Health Economics at LSE Health and the Chair of LSE Health. Ali teaches Modules 3 and 4 of the Market Access Academy. He has extensive teaching experience and over 20 years of experience in the field of health economics. He has been involved in a number of major clinical trials as the lead health economist. He has also acted as an advisor to a number of governments and governmental bodies (including the UK government, the UK Medical Research Council (MRC), the UK Economic and Social Science Research Council (ESRC), the UK National Institute for Clinical Excellence (NICE) and the German Institut für Qualität und Wirtschaftlichkeit im Gesundheitswesen (IQWiG), as well as for a number of international bodies (including the World Bank and WHO) and pharmaceutical companies.



Elias Mossialos

Director, LSE Health

Elias Mossialos is the Director of LSE Health. Elias teaches Module 1 of the Market Access Academy. He has more than 200 publications, including books, book chapters and articles in peer-reviewed journals in the fields of public policy, health policy and economics and political science. He has advised the WHO, European Parliament, European Commission (EC), World Bank, UK Office of Fair Trading, Ministries of Health and Social Affairs in Belgium, Brazil, China, Cyprus, Finland, Greece, Ireland, Kazakhstan, Russia, Slovenia, South Africa, Spain and Sweden, and health insurance funds in Austria, Croatia, France, Hungary and South Korea regarding a range of health policy issues.

The BCG Market Access Roundtable Members

Members consist of leading pharmaceutical companies:

AbbVie, Alexion, Almirall, Amgen, Astra Zeneca, Bayer, Bristol-Myers Squibb, Boehringer Ingelheim, The Boston Consulting Group, Hoffmann-La Roche, Gilead, GSK, Ipsen, Janssen, Merck, EMD Serono, Novartis, Pfizer, Sanofi, UCB, Kaleo, Novartis, Otsuka Pharmaceutical, Regeneron, Servier, Takeda, Vertex Pharmaceuticals, Vifor Pharma

Programme Fee

Market Access Roundtable Members:
£8,050

Non Market Access Roundtable Members:
£8,850

This includes all course materials, refreshments, daily lunches, receptions and the programme dinner unless mentioned otherwise. Discounted rates at a local hotel are available to participants.

Full terms and conditions are available on the website.

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How to apply

To submit an online application and find details of our latest dates and fees please visit

Apply ⟶

Contact us

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