



ULISBOA  
ESCOLA DE  
PÓS-GRADUAÇÃO

# International Market Access PG Course -3<sup>rd</sup> Edition



## Scientific Coordination



### **Maria Beatriz da Silva Lima, PharmD, PhD**

Beatriz Silva Lima is PharmD and PhD in Pharmacology and is full professor of Regulatory Science and Pharmacology, Head of Regulatory Science, researcher at Research Institute of Medicine (iMED.Ul) and Dean of Faculty of Pharmacy of the Universidade de Lisboa.

Beatriz served more than 20 years of experience as an expert in nonclinical and regulatory science at the medicines agency in Portugal, INFARMED, and at the EMA, UK. She has been up to July 2012 member of the Committee of Human Medicines (CHMP), Committee of Advanced Therapies (CAT) and Scientific Advice Working Party (SAWP). She has been Chair of the Safety Working Party (SWP) and has been involved as Co-Deputy in ICH discussions on multiple guidelines on behalf of the European Commission. Since January 2014, for four years (maximum allowed two mandates) she chaired the Scientific Committee of the Innovative Medicines Initiative (IMI), a PublicPrivate Partnership between EFPIA and the EC which funded through >5 billion euros >160 research projects developed by consortia of Academia, Industries, Regulators, Patients, the main stakeholders in medicines research and development. between 2019 and 2022 she served as a member of the Emerging Issues Committee of the ILSI-HESI, USA.

Current areas of research: Regulatory Science, Nonclinical Safety, Oncology, Pharmacology of metabolic diseases;

Furthermore, Beatriz is highly involved in national and international education in the area of regulatory science. I) She Coordinates a second cycle Master Course on Regulatory Science in the Faculty of Pharmacy of the Universidade de Lisboa (RAMPS), ii) she contributes to the EUDIPHARM master course (University of Lyon), the MIND Course (University of Copenhagen), ATRIUM Regulatory Course (University of Copenhagen and Atrium, Denmark).

Beatriz is Editor in Chief of the Regulatory Science Section of the Journal Frontiers and she Co-coordinated with Prof Per Spindler (University of Copenhagen) and Dr Kirstin Meyer (Bayer Healthcare) a Nonclinical Module on Regulatory Guidelines of the European Master Course (IMI sponsored) SafeSciMet, iii) and of a similar master also IMI sponsored ECMD, led by the Semelweis University, Hungary, iv) she integrates the PharmaTrain Course EUDIPHARM lead by the University of Lyon, and she contributes as faculty to the Medicademy Regulatory course on Regulatory as well as to the MIND course (University of Copenhagen). Beatriz Silva Lima has been one of the founders of EUPATI-Portugal, (European Patient Academy, IMI-funded project) Portugal/National Platform, where she served as member of the Steering Committee of the European National Platform, Co-Chairing the Executive Committee.



#### **Helder Mota Filipe, PharmD PhD**

**Helder Mota Filipe** is PharmD and PhD in Pharmacology and is associate professor of Regulatory Science and Pharmacology at the University of Lisbon (Faculty of Pharmacy), honorary senior lecturer at the Centre Translational Medicine & Therapeutics, Queen Mary University of London and principal investigator at ISBE – Institute for Evidence Based Health. He is vice-president (past presidente) of AFPLP – The Portuguese-Speaking Countries Pharmacists Association, member of the National Council of Ethics for the Life Sciences and specialist in Regulatory Affairs (OF).

In February 2022 was elected President of Ordem dos Farmacêuticos - Portuguese Pharmaceutical Society, the regulatory body of the pharmaceutical profession.

Helder Mota Filipe is serving, since 1994, as an expert in nonclinical and regulatory science at INFARMED, the national competent authority Portugal, and at the European Medicines Agency (EMA). For a decade he was vice-president and president of INFARMED, and member of the management board of EMA. He is currently member of the Medicines Evaluation Committee (CAM) and former member of the HTA Committee (CATS) at INFARMED. He was member of the executive board at the Ethics Commission for the Clinical Research (CEIC). In addition to teaching and research at the Faculty of Pharmacy of the University of Lisbon, he frequently collaborates with other higher education institutions.

He has supervised 10 doctoral theses and more than two dozen master's theses in the areas of pharmacology, experimental medicine, regulatory science and medicines policy. He is the Author of more than 130 publications in international peer-reviewed scientific journals and more than 300 communications to scientific meetings in those scientific areas.



**Ana Filipa Alexandre**

### **Market Access Strategist - Consultant**

With over 19 years of experience, Ana is a seasoned market access professional with a proven track record of building and leading high-performing international teams and launching products.

Throughout her career, Ana has successfully spearheaded market access strategies for numerous products across diverse therapeutic areas and throughout the product lifecycle. Ana holds a PharmD from the Faculty of Pharmacy of the University of Lisbon, a Master's degree in Public Health (Health Economic Outcomes Research stream) from the London School of Hygiene and Tropical Medicine and a European Market Access University Diploma. Recently she obtained an INSEAD certificate in "Leadership Communication with Impact."

Ana has a strategic and positive mindset, which enabled her to effectively launch multiple products, ensuring optimal pricing that benefited the Company, the payer, and the patient, who will have access to the treatment/intervention. She excels in designing early access strategies and evaluating potential new assets, as she understands the payer's needs and knows how to integrate them into the strategy. In addition to her professional achievements, Ana is a dedicated people leader, known for her strong influencing skills and efficient communication. Widely recognized as a leader and valued team player, Ana adapts quickly to new environments and cultures, leveraging a proactive, problem-solving approach and an innovative mindset essential for achieving successful outcomes

Passionate about personal growth and development, she is committed to continuous learning and thrive on new challenges.



**Alexandre Calaça Baptista**

**Freelancer in the fields of HEOR, Market Access and Epidemiology/RWE.**

Alexandre has worked in the Data Generation team in Oncology and IBD for the European and Canada Regions at Takeda until January 2019. There, he had functions of Head of the Department and as Manager.

Prior to joining Takeda, he worked as a freelancer and external consultant in the fields of health economics, market access and epidemiology. Also, Alexandre worked as a Value Consultant in Adelphi Values where identified solutions and defined projects to inform the development of value propositions and communications to optimize pricing, reimbursement, and market access. Furthermore, Alexandre worked as a global health economist, at the pharma headquarters of Solvay Pharmaceuticals in Germany and Switzerland.

Alexandre has been the Scientific coordinator of training workshops in Health Economics and Market Access for the Portuguese Pharmacists Society. These workshops had the presence of international and national KOLs from Academia, Pharmaceutical companies, INFARMED, and from the National Association of Pharmacies from 2014 until 2022. During these years more than 300 healthcare professionals received education in these workshops.

Completed the Foundation and Advanced Modelling courses from York University and holds a Degree in Pharmacy from the Faculty of Pharmacy of the University of Lisbon, a MSc in Epidemiology from the Faculty of Medicine of the University of Lisbon and a MSc in Health Economics from the University of York. Always available and learning.

Recently has achieved an INSEAD certificate in the "Emerging Leaders in the Digital Age" course and a certificate at Oxford University in Health Economics Evidence in Clinical Trials.

## **Program**

An important detail to note is that, to enhance the learning experience, there will be 5-minute breaks after every 55 minutes of classes. All schedules are GMT Time.

### 1<sup>st</sup> week – Tuesday and Thursday 20:00h- 22:00h (total: 4h) GMT

#### 16<sup>th</sup> September -Tuesday 8pm to 10pm

- Introduction to the course and participants – 55 min **Prof. Beatriz Lima, Prof. Helder Mota Filipe, Ana Filipa e Alexandre Baptista**
- Introduction to Market Access- 55 min **Ana Filipa Alexandre e Alexandre Baptista**
  - Market Access, its importance and history
  - Basic concepts and principles
- Q&A - 10 min

#### 18<sup>th</sup> September - Thursday 8pm to 10pm GMT

- Market Access and what it encompasses – 55 min **João Pedro Henriques - Market Access Senior Manager at Servier**
- What Governmental Affairs is, definitions, basic concepts and principles- 55 min **Sofia Borges - Value, Access and Policy Manager at Amgen**
- Q&A - 5min

### 2<sup>nd</sup> week – Tuesday and Thursday 20:00h- 22:00h (total: 4h) GMT

#### 23<sup>rd</sup> September - Tuesday 8pm to 10pm

- Evidence Synthesis- 1h 50 min **Osvaldo Santos - Coordenador do EnviHeB Lab, ISAMB; Professor Assistente da Faculdade de Medicina, Universidade de Lisboa, Portugal**
- Q&A - 5 min

#### 25<sup>th</sup> September - Thursday 8pm to 10am

- Clinical Outcomes Assessment – 1h 50min **Zalmai Hakimi - Director Health Economics Outcomes Research at Sobi, Swedish Orphan Biovitrum AB**
- Q&A (5 min)

### 3<sup>rd</sup> week – Tuesday and Thursday Evenings (total: 12h) GMT

#### 30<sup>th</sup> September- Tuesday 8pm to 10am

- HEOR
- Fundamental concepts, principles, and their applicability – 1h 50 min **Prof. Vasco Pontinha - Assistant Professor at VCU School of Pharmacy US**
- Q&A - 5 min

#### 2<sup>nd</sup> October - Thursday 8pm to 10pm

- HEOR
- Fundamental concepts, principles, and their applicability (cont) – 1h 50 min **Prof. Vasco Pontinha - Assistant Professor at VCU School of Pharmacy US**
- Q&A - 5 min

### 4<sup>th</sup> week – Tuesday and Thursday Evening (total: 16h) GMT

#### 7<sup>th</sup> October - Tuesday 8pm to 10pm

- HEOR
  - Interpretation and analyses of articles -1h 50 min **Alexandre Baptista**
- Q&A - 5 min

#### 9<sup>th</sup> October - Thursday 8pm to 10pm

- Economic models and their differences – 1h 50 min **Vasco Pontinha - Assistant Professor at VCU School of Pharmacy US**
- Q&A – 5 min

### 5<sup>th</sup> week – Tuesday and Thursday evening (total: 20h) GMT

#### 14<sup>th</sup> October - Tuesday 8pm to 10pm

- Key Market Access activities throughout the development of a product until Ph3- 1h50 min **Sara Lopes – VP, Global pricing & Market Access Operations at Shionogi**

- Understanding the epidemiology of the disease
  - Unmet need
  - Competitors
  - Designing the access strategy
  - Initial Value Proposition and Value Messages
  - Planning, execution, and implementation of activities (Early HTA advice, TPP, Value Dossier, Models, etc)
  - Cross functional activities - liaison with internal stakeholders (Development, Medical, Commercial, etc)
  - Drivers and barriers for access
- Q&A - 5 min

### 16<sup>th</sup> October - Thursday 8pm to 10pm

- Key Market Access activities throughout the development of a product until Ph3 (cont)- 1h50 min **Sara Lopes – VP, Global pricing & Market Access Operations at Shionogi**
- Q&A - 5 min

### 6<sup>th</sup> week – Tuesday and Thursday evening (total: 24h) GMT

#### **21<sup>st</sup> October - Tuesday 8pm to 10pm**

- Market access activities during Ph3 of clinical development and pre-launch – 1h 50 min  
**Rodrigo Almeida - International Market Access Excellence Centre Consultant – Co-founder**
  - The Global, Regional and affiliate matrix for a successful Access plan
  - Value Messages and Value Proposition
  - Gap analysis and prioritization
  - Preparation for launch
- Q&A - 5 min

#### **23<sup>rd</sup> October - Thursday 8pm to 10pm**

- Market access activities during Ph3 of clinical development and pre-launch (cont) – 1h50 min  
**Rodrigo Almeida - International Market Access Excellence Centre Consultant – Co-founder**
- Q&A - 5 min

### 7<sup>th</sup> week – Tuesday and Thursday evening (total: 28h) GMT

### 28<sup>th</sup> October - Tuesday 8pm to 10pm

- Pricing strategy Value Based Agreements (VBA) & Innovative contracting (IC) with medicines-  
1h50 min **Omar Ali – Head of Payers, Verpora**
  - Geopolitical drivers around the globe
  - Nomenclature
  - VBC/IC Case : deep dive & lessons
  - VBC/IC : case examples interactive (value drivers, value house)
  - VBC/IC case examples; CAGT, oncology, rare disease
  - Payer narratives, access hurdles, payer archetypes
  - International market trends
  - price negotiation
  - narratives & templates
- Q&A - 5min

### 30<sup>th</sup> October - Thursday 8pm to 10pm

- Pricing strategy Value Based Agreements (VBA) & Innovative contracting (IC) with medicines-  
1h50 min **Omar Ali – Head of Payers, Verpora**
  - Pharma Co & medical Device manufacturer trends
  - Pharma Co. cross functional teams & VBC/IC processes
  - Architectural build of the VBC/IC and payer/manufacturer willingness templates
  - Negotiation of VBC workshop interactive
- Q&A - 5min

### 8<sup>th</sup> week – Tuesday and Thursday evening (total: 32h) GMT

#### 4<sup>th</sup> November - Tuesday 8pm to 10pm

- Overview of RWD vs. RWE in Access – 55 min **Alexandre Baptista**
- Different types of observational studies and its importance for the Access of medicines/medical devices – 55 min **Ana Sofia Afonso – Global Director Pharmacoepidemiology at Lilly International**
- Q&A - 5min

#### 6<sup>th</sup> November- Thursday 8pm to 10pm

- The RWE strategy across the life cycle – 1h50 min **Patricia Medina - Head of Medical Intelligence, RWD & Analytics - Oracle Life Sciences**
- Q&A - 5min

### 9<sup>th</sup> week – Tuesday and Thursday evening (total: 36h) GMT

#### 11<sup>th</sup> November- Tuesday 8pm to 10pm

- RWE landscape across EU and US – 1h50 min **Ana Sofia Afonso – Global Director Pharmacoepidemiology at Lilly International**
- Q&A - 5min

#### 13<sup>th</sup> November- Thursday 8pm to 10pm

- RWE and EMA Guidelines - Darwin EU – 1h 50min **Luis Pinheiro - Senior Epidemiology Expert at EMA**
- Q&A - 5min

### 10<sup>th</sup> week – Tuesday and Thursday evening (total: 40h) GMT

#### 18<sup>th</sup> November- Tuesday 8pm to 10pm

- RWE Landscape in Asia- 55 min – **Sheng Feng – Chief Data Scientist Link Doc Technology**
- ISPOR Value Flower 55min- **Marta Contente**
- Q&A (5 min)

#### 20<sup>th</sup> November- Thursday 8pm to 10 pm

- Using AI in health economics and outcomes research (HEOR) to support evidence generation and market access -1 h 50 min – **Megan Armani Lead AI/ML Scientist and Innovation Scientist at Oracle**
- Q&A - 5min

### 11<sup>th</sup> Week – 20:00h- 22:00h (Total: 44 h) GMT

#### 25<sup>th</sup> November - Tuesday 8pm to 10pm

- The role of Governmental Affairs and Public Affairs in Market Access Strategy -1h50 min  
**Francisca Charrua Market Access & Public Affairs Manager at LEO Pharma**
- Q&A (5 min)

### 27<sup>th</sup> November - Thursday 8pm to 10pm

- Pharmaceutical Industry Associations- Shaping the Future of Access – 1h50min **Tina Taube - Director Market Access & Orphan Drug Policy Lead EFPIA**
- Q&A - 5 min

### 12nd week – 20:00h- 22:00h (total: 48h) GMT

#### 2<sup>nd</sup> December – Tuesday 8pm to 10pm

- Pharmaceutical Industry Associations- Shaping the Future of Access – 1h:50min **Tina Taube - Director Market Access & Orphan Drug Policy Lead EFPIA**
- Q&A - 5 min

#### 4<sup>th</sup> December- Thursday 8pm to 10 pm

- The role of a HTA agency and its importance in the reimbursement of medicines/Medical devices (one National HTA Agency)– 1h 50 min **Susana Duarte- INFARMED**
- Q&A - 5 min

### 13rd week – 20:00h- 22:00h (total: 52h) GMT

#### 9<sup>th</sup> December- Tuesday 8pm to 10pm

- Regulation (EU) 2021/2283 on health technology assessment (HTAR)- 1h50 min **Prof. Rui Ivo – Chair of the Heads of the HTA Agencies Group and President of INFARMED**
  - History
  - How this new legislation will contribute to improving the availability of innovative technologies in health.
  - Implemented as of 12<sup>th</sup> of Jan 2025 – first impressions

#### 11<sup>th</sup> December- Thursday 8pm to 10pm

- Payer perspective – 1h 50 min **Prof. Hélder Mota Filipe - Associate Professor at Faculty of Pharmacy, University of Lisbon, and President of the Portuguese Pharmaceutical Society**
- Q&A- 5min

#### 14<sup>th</sup> week – 20:00h- 22:00h (total: 56h) GMT

##### **16<sup>th</sup> December- Tuesday 8pm to 10pm**

- EU HTA implementation of the new regulation - current situation and remaining concerns for EU countries -1h 50 min - **Prof. Mira Pavlovic Associate Professor, Pharmacological and Regulatory Science, Faculty of Pharmacy of Lisbon, Portugal**
- Q&A - 5 min

##### **18<sup>th</sup> December- Thursday 8pm to 10pm**

- Market Access in Spain- 1h 50min **Gloria Tapias- Founder and Executive Director Get Access Consulting**
- Q&A - 5min

#### 15<sup>th</sup> week – 20:00h- 22:00h (total: 60h) GMT

##### **6<sup>th</sup> January- Tuesday 8pm to 10pm**

- Market Access in Portugal – 1h 50 min **Sergio Vilão - Managing Partner & Market Access Manager na Formifarma**
- Q&A - 5min

##### **8<sup>th</sup> January- Thursday 8pm to 10pm**

- Market Access in UK, NICE and SMC- 1h 50min **Rodrigo Almeida – Global HEOR and HTA Expert**
- Q&A - 5 min

#### 16<sup>th</sup> week – 20:00h- 22:00h (total: 64h) GMT

### 13<sup>th</sup> January – Tuesday 8pm to 10pm

- Market Access in France- 1h 50 min **Marta Contente Global HEOR and HTA Expert**
- Q&A - 5 min

### 15<sup>th</sup> January- Thursday 8pm to 10pm

- Market Access in Italy – 1h 50 min **Paolo Di Rienzo - Associate Director Health Economics Outcomes Research Astellas Italy**
- Q&A - 5 min

### 17<sup>th</sup> week – 20:00h- 22:00h (total: 68h) GMT

### 20<sup>th</sup> January- Tuesday 8pm to 10pm

- Market Access in Germany – 1h50 min **Joern Hanusch - Market Access & Health Economics Consultancy / Interim Management**
- Q&A - 5 min

### 22<sup>nd</sup> January- Thursday 8pm to 10pm

- Market Access in the Nordic Countries – 1h50 min **Diogo Belbute - Global Associate Director, Value Strategy and Payer Engagement at Novo Nordisk**
- Coaching of Case Studies - **15 min** – groups of 4 people

### 18<sup>th</sup> week -20:00h- 22:00h (total: 72h) GMT

### 27<sup>th</sup> January - Tuesday 8pm to 10pm

- Market Access in Brazil- 1h 50 min -**Rodrigo Antonini Ribeiro Health Economics and Health Technology Assessment Consultant at HEMAP Consulting**
- Q&A - 5 min

### 29<sup>th</sup> January- Thursday 8pm to 10pm

- Market Access in USA – 1h 50min **Trevey Davis Health Insurance Specialist - Division of Alternative Payment Model Infrastructure at CMS-CMMI, and Mauricio Ferri - Senior Director, Research Strategy - CVR Medical Affairs Bayer US**
- **Q&A - 5 min**

### 19<sup>th</sup> week – 20:00h- 22:00h (total: 76h) GMT

#### **3<sup>rd</sup> February – Tuesday 8pm to 10pm**

- Market Access in China – 1h 50m in **Marta Contente - Global HEOR and HTA expert**
- **Q&A - 5min**

#### **5<sup>th</sup> February – Thursday 8pm to 10pm**

- Market Access in Japan – 1h 50 min **Emiko Yoshida- Founder and consultant at Healthcare to All co. ltd**
- Coaching of Case Studies - **(5 min)** – groups of 4 people

### 20<sup>th</sup> week – 20:00h- 22:00h (total: 80h) GMT

#### **10<sup>th</sup> February – Tuesday 8pm to 10pm**

- Market Access in the Gulf Countries – 1h50 min -**Husam Majali** – former VP Emirates Health Economics Society
- **Q&A - 5 min**

#### **12<sup>th</sup> February- Thursday 8pm to 10pm**

- The Portuguese experience in Digital Health in the Pharmacy area -1h 50 min - **Ema Paulino - President at Grupo ANF**
- **Q&A - 5 min**

### 21<sup>th</sup> week – 20:00h- 22:00h (total: 84 h) GMT

#### **17<sup>th</sup> February- Tuesday 8pm to 10pm**

- Case Study Presentations- (2 groups 30min each) – **Ana Filipa Alexandre, Alexandre Baptista, Prof. Hélder Mota Filipe, Marta Contente & Henrique Duarte**
- Q&A - 30 min

### 19<sup>th</sup> February- Thursday 8pm to 10pm

- Case Study Presentations- (2 groups 30min each) – **Ana Filipa Alexandre, Alexandre Baptista, Prof. Hélder Mota Filipe, Marta Contente & Henrique Duarte**
- Q&A - 30 min

### 22<sup>th</sup> week – 20:00h- 22:00h (total: 86h) GMT

### 24<sup>th</sup> February – Tuesday 8pm to 10pm

- Career Management – 1h30min **Jari Kempers** – Founder of the **Europeanhealththeconomics.com**
- Q&A - 5 min
- End of the Course – Scientific Coordinators