



IIM SIRMAUR &
PHARMASTATE ACADEMY
PRESENT

MARKET ACCESS, PRICING & POLICY IN PHARMACEUTICAL INDUSTRIES

Executive Management
Development Program

2025-2026

The modules proposed in the program provide a holistic view of market access and pricing, covering not only the technical aspects of pricing strategies but also the broader considerations related to pharmaceutical or healthcare systems, foreign regulations, and stakeholder engagement.

Designed For:

Executives

Healthcare Professionals

Knowledge Partner:



Institute Partner:



Program Description

The course is typically designed for professionals who are looking for necessary skills & knowledge to navigate the rapidly evolving pharmaceutical industry. The program focuses on market access, pricing, reimbursement & health policy in developing (India) and developed markets (EU, UK etc). The program will cover building access and pricing strategy, evidence generation plan, creating value proposition, health policy shaping & innovation in healthcare delivery which will help to build thought leadership in the healthcare industry.

Program Objectives

1. Market Access

Understand global and Indian market access landscapes, opportunities, and challenges.

2. Explore Stakeholders

Explore key market access pillars and stakeholder roles in healthcare.

3. Develop Strategies

Craft effective strategies for new launches and existing products using health-economic models and policy shaping.

4. Data Analytics

Leverage data analytics to enhance access & reimbursement strategies.



AGENDA

Day 1

9:00 - 9:30	Inauguration <ul style="list-style-type: none"> Address by.....
9:45 - 11:00	Introduction to Market Access <ul style="list-style-type: none"> The evolving role of Market Access along the entire product lifecycle, the perspective of the different stakeholders (the industry, decision makers, HCPs etc) Global view - Different market archetypes and their dynamics The role of HTA assessment in single payer markets HTA Roadmap in India – how do we prepare?
11:00 - 11:15	Coffee Break
11:15 - 12:45	Generate the VALUE Framework <ul style="list-style-type: none"> Define the unmet clinical need – what pop/subgroups, label etc Targeting the patient population with Targeted Product Profile (TPP) Clinical value differentiation, QoL Drivers of the clinical value vs SOC and other likely comparators How to build the economic argument – cost-effectiveness analysis, budget impact, cost minimization models Address the affordability challenges
13:00 - 14:00	Lunch Break
14:00 - 15:45	Key challenges in evidence generation development <ul style="list-style-type: none"> The use and the role of real-world data (RWD) generation / interpretation and decision making RWD for comparative assessment analysis: synthetic data over experimental data in comparative effectiveness and economic evaluation analysis. Is there room for collaboration and co-creation of value? Interactive discussion of examples, cases and experiences.
15:45 - 16:00	Coffee Break
16:00 - 17:30	The VALUE of Innovation <ul style="list-style-type: none"> International Reference pricing (IRP) and health technology assessment (HTA) Payment Schemes as a form of innovation? Current Landscape and Future Projections: Managed Entry Schemes, Risk-Sharing Agreement, Innovation Payments Value-based pricing: what potential and what issues behind?

AGENDA

Day 2

9:30 - 11:00	Health Economics and Outcomes Research (HEOR) and Modelling: Cost Effectiveness, Budget Impact, Cost Minimization <ul style="list-style-type: none"> • Need of HEOR from Multi-stakeholder perspective • What is QoL & ICER and when is it important? • The evolving role of HEOR along the entire product lifecycle • Value of HEOR in various phases of drug development and how it can potentially impact trial design and reimbursement decisions • Global view - Different market archetypes and their dynamics • The role of HEOR in HTA assessment and reimbursement in single payer markets • Economic Evaluation for HTA in India: Current situation and Future
11:00 - 11:15	Coffee Break
11:15 - 13:00	RWE - Evidence based Decision Making <ul style="list-style-type: none"> • RWD and RWE • Prevalence and incidence in the local context • RWD Data Source • RCT vs RWE Comparison
13:00 - 14:00	Lunch Break
14:00 - 15:45	Public Market in India <ul style="list-style-type: none"> • Public Market Landscape in India, Size, Challenges. • The use and the role of HEOR/real-world data (RWD) generation / interpretation and decision making in public market. • Is there room for collaboration and co-creation of value? Interactive discussion of examples, cases and experiences • Regulatory Framework and compliance • Value Creation for Corporate Hospitals in India
15:45 - 16:00	Coffee Break
16:00 - 17:30	Shaping the policy <ul style="list-style-type: none"> • Stakeholder mapping and prioritizing • Stakeholder engagement – what's the narrative • Measuring Stakeholders' Preferences to maximize Patients' Access

AGENDA

Day 3

9:30 - 11:00	Leveraging Supply Chain in Pharma Industry <ul style="list-style-type: none"> • Key Components of Pharma Supply Chains • Regulatory Compliance and Quality Assurance • Technology in Pharma Supply Chains • Risk Management and Supply Chain Resilience • Sustainability in Pharma Supply Chains
11:00 - 11:15	Coffee Break
11:15 - 12:45	Market Research and Data analytics for decision-making <ul style="list-style-type: none"> • Predictive Analytics for Market Access Forecasting • Price Optimization Based on Market Segmentation • AI in Market Access and Pricing
13:00 - 14:00	Lunch Break
14:00 - 15:45	Building Pricing Strategy in Pharma Industry <p>Types of pharma pricing strategies:</p> <ul style="list-style-type: none"> • Market based pricing • Value based pricing • Cost based pricing • Volume based pricing • Tired pricing models
15:45 - 16:00	Coffee Break
16:00 - 17:30	Building solutions beyond pills <ul style="list-style-type: none"> • Need gap analysis to map the inefficiencies in the healthcare system • Introduce design thinking approach to generate ideas • How to address the affordability challenge through innovative financial solutions • Key Takeaways and Insights



AGENDA

Day 4

9:30 - 10:45	Case study – Build the access strategy <ul style="list-style-type: none">• Group Work
10:45 - 11:00	Coffee Break
11:00 - 13:00	Case study – Build the access strategy <ul style="list-style-type: none">• Group presentation• Group discussion and learnings• Next steps
13:00 - 14:00	Lunch Break
14:00 - 15:00	<ul style="list-style-type: none">• Valedictory function/ Recognition• Close

Who Should Attend?



Healthcare Administrators



Marketing & Brand Management



Healthcare IT Professionals



Healthcare Consultants



Public Health Professionals



Executives



Government Officers &
Policy Professionals



Pharmaceutical Sales &
Account Management



Researchers in Health Care



Faculty from academic institutions



Programme Details

Program Duration	4 Days
Program Commencement	18th August 2025
Program Cessation	21st August 2025
Venue	IIM Sirmaur Campus



Programme Fees

Fees per Candidates	INR 67,200/- including taxes
----------------------------	------------------------------

**The program fee includes stay and food (breakfast, lunch, and dinner).*

Program Directors



DR. KIRAN KUMAR PAIDIPATI

Assistant Professor
Decision Sciences
IIM Sirmaur



DR. SANJA SAMIRANA PATtnAYAK

Associate Professor
Economics & Business Environment

Resource Persons



**ASHIS
MUKHERJEE**

VP & Global Head
Market Access and Pricing - Primary and Acute Care
MENARINI Group



**PRASHANT
SHARMA**

Director - Governmental Affairs
OPPI India



**DR. MINAL
JAIN**

Founder & Director
RxPremise Solutions Pvt. Ltd.



**DR. MANISH
SARKHEL**

Assistant Professor
Operations & Supply Chain Management
IIM Sirmaur



FOR INQUIRIES, CONTACT US.



CALL US ON:

+91 92126 66662 (Dr. Swati Sinha).

+91 88605 74501 (Pranav Gupta).



MAIL US AT:

info@pharmastate.com



LOCATION

IIM SIRMAUR (CAMPUS LOCATION)

Dhaura Kuan, Sirmaur District,
Himachal Pradesh - 173031

Knowledge Partner:



Institute Partner:

