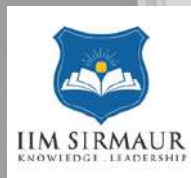


Knowledge Partner:



Institute Partner:



Management Development Program (MDP)

Masterclass in Market Access

Comprehensive Program in Market Access, HEOR, Pricing, and Policy

First time in India to build Market Access Leaders

Batch 2 | June 16-20 | 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.

Director's Message

The healthcare industry in India is undergoing a rapid transformation. The lifespan of individuals has significantly increased thanks to various innovations in the field of medicines and health care. People are also becoming more and more health-conscious. A lot of research and data analysis is happening in the field of healthcare and consumer preferences.

On this background, the Centre for Health Care Management and Innovation (CHMI) at IIM Sirmaur has organised a five-day programme on Market Access, HEOR, Pricing, and Policy. It's a comprehensive MDP that will make the participants aware of market access, how to generate the value framework, value innovation, health economics, and many other facets of healthcare management and research.

One distinguishing factor of this programme is the involvement of senior practitioners and policy makers from India and abroad. Practitioners like **Mr. Ashis Mukherjee**, Global Head, Market Access and Reimbursement, Primary & Speciality, Menarini Ricerche SpA, Florence, Italy, **Dr. Mahendra Kumar Rai**, Vice President & Regional Head, HEOR, Real World Evidence- & Medical Affairs (APAC & ME), Trinity Life Services, **Mr. Venkat Natarajan**, Director – Market Access, AstraZeneca India and **Mr. Prabhat Sinha**, Head of Corporate Affairs, Takeda, will provide practical insights into various aspects of market access in healthcare management. While, the two professors, **Dr. Kiran Kumar Paidipati** and **Dr. Sanja Pattnayak**, will provide research orientation and analytics for the healthcare industry.

Both **Dr. Paidipati** and **Dr. Pattnayak** are very renowned researchers in their field and have published their work in reputed journals and presented in reputed conferences all over the world. More detailed introductions to all the resource persons are enclosed in the brochure.

The programme will add immense value to participants, who will benefit as much as the first batch did. I wish the participants a pleasant stay on our beautiful campus and a wealth of learning during these days. I am confident that they will return with a fresh vision for the healthcare industry. I congratulate Dr. Pattnayak, Dr. Paidipati and Mr. Ashis Mukherjee for designing this programme, which is a great boon to healthcare.

I wish all the participants a very enriching learning experience and the very best for their future endeavours.



Professor Prafulla Y. Agnihotri
Director
Indian Institute of Management
Sirmaur

Professor Prafulla Y. Agnihotri
Director
Indian Institute of Management Sirmaur

The healthcare industry is rapidly transforming, driven by technological advancements, shifting demographics, and changing regulatory frameworks. To effectively navigate these complexities, healthcare organizations recognize the need for strong leadership capable of driving strategic initiatives and managing resources efficiently. In the post-pandemic era, where healthcare has become the most crucial factor concerning lives and livelihoods, the Centre for Healthcare Management and Innovation (CHMI) seeks to provide a platform for researchers, physicians, pharmacists, psychologists, executives, statisticians, economists, and policymakers to share knowledge and innovation resulting in healthcare solutions. The activities under CHMI are designed for multidisciplinary research to benefit from the synergy between social scientists, executive managers, and medical practitioners. CHMI aims to aid the healthcare and pharmaceutical industry by facilitating training and innovation so that these activities can lead to futuristic solutions and affordable quality health care for all.

Mission

To provide affordable and equitable quality healthcare solutions through innovation to achieve management excellence.

Vision

To achieve excellence in healthcare management through research, awareness, community engagement, and commit to improving public health in India, and the World.

Objectives

- To foster regional and local community growth through targeted and impactful research initiatives.
- To conduct innovative research addressing persistent issues in healthcare management, contributing to the evolution of the field.
- To provide cost-effective solutions to enhance socio-economic status and improve the quality of life in local communities.



**Dr. Kiran Kumar
Paidipati**

Chairperson, Centre for Healthcare
Management and Innovation (CHMI) &
Assistant Professor, Decision Sciences
IIM Sirmaur

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. HTA Landscape

Understand global and Indian evolving HTA landscapes, opportunities, and challenges.

2. Stakeholders Mapping and Engagement

Explore key market access pillars and stakeholder roles in healthcare.

3. Develop HTA Submission Strategies

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

4. Pricing Strategy & Data Analytics

Leverage data analytics to enhance access & reimbursement strategies.



Designed & Mentored by: Ashis Mukherjee

Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy

Agenda



Day 1: Jun 16th (Half day)

<p>13:30 – 14:30</p>	<p>Inauguration</p> <ul style="list-style-type: none"> • Keynote Address – Industry Leader
<p>14:30 – 16:00 (90 Minutes)</p>	<p>Introduction to Market Access</p> <ul style="list-style-type: none"> • Go through the agenda, expectations • The evolving role of Market Access along the entire product lifecycle, the perspective of the different stakeholders • Global view - Different market archetypes and their dynamics • The role of HTA assessment in single payer markets, India <p>Faculty: Ashis Mukherjee, Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy</p>
<p>16:00 – 16:30</p>	<p>Coffee Break</p>
<p>16:30 – 18:00 (90 Minutes)</p>	<p>Generate the VALUE Framework</p> <ul style="list-style-type: none"> • Define the unmet clinical need – what pop/subgroups, label etc - PECOS • Targeting the patient population with Targeted Product Profile (TPP) • Clinical value differentiation -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 <p>Faculty: Ashis Mukherjee, Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy</p>



Agenda



Day 2: Jun 17th (Full day)

09:00-10:30	<p>Plan Integrated EVIDENCE Generation (IEG):</p> <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. <p>Faculty: Ashis Mukherjee, Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy</p>
10:30-11:00	<p>Tea/Coffee Break</p>
11:00-12:30	<p>The VALUE of Innovation:</p> <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? <p>Faculty: Ashis Mukherjee, Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy</p>
12:30-13:30	<p>Lunch Break</p>
13:30 - 15:00	<p>Health Economics and Outcomes Research (HEOR) and Basics of Modelling: Cost Effectiveness (CEA) and Budget Impact Analysis (BIA)</p> <ul style="list-style-type: none"> Value of HEOR from Multi-stakeholder perspective Relevance of ICER and interpretation in global and India context Budget Impact Analysis (BIA) and CEA (Cost-effectiveness Analysis) – how leverage to build a strong value narrative HTA Submission and Evaluation in India: Current situation and Future Outlook <p>Faculty: Dr. Mahendra Kumar Rai, Vice President & Regional Head, HEOR, Real World Evidence & Medical Affairs (APAC & ME), Trinity Life Sciences</p>
15:00 - 15:30	<p>Tea/Coffee Break</p>
15:30 – 17:00	<p>How to build HE Models – case-based learning</p> <ul style="list-style-type: none"> CEA – working session BI – working session <p>Faculty: Dr. Mahendra Kumar Rai, Vice President & Regional Head, HEOR, Real World Evidence & Medical Affairs (APAC & ME), Trinity Life Sciences</p>

Agenda



Day 3: Jun 18th (Full Day)

<p>09:00-10.30</p>	<p>Public Payer Market in India</p> <ul style="list-style-type: none"> • 3 segments – State, Beneficiary (ESIC, Defense, Railways etc.), and National Programs • Market Landscape - Size, Opportunities and Challenges. • Is there room for collaboration and co-creation of value? Interactive discussion of examples, cases, and experiences <p>Faculty: Mr. Prabhat Sinha, Head of Corporate Affairs, Takeda</p>
<p>10:30-11:00</p>	<p>Tea/Coffee Break</p>
<p>11:00-12:30</p>	<p>Create the VALUE narrative for Public Payers in India – State and National Programs</p> <ul style="list-style-type: none"> • Identify the value drivers for State projects and National Programs like Ayushman Bharat? • Role of HEOR/RWD in the value narrative, the evolving role of ICER in India for HTA assessment • How to Win in State projects and National Programs like Ayushman Bharat? <p>Faculty: Venkat Natarajan, Director – Market Access, AstraZeneca India</p>
<p>12:30-13:30</p>	<p>Lunch Break</p>
<p>13:30 – 15:00</p>	<p>Create the VALUE narrative for Public Payers in India – beneficiary accounts like ESIC, CGHS etc</p> <ul style="list-style-type: none"> • Identify the value drivers for the Beneficiary Accounts • Shaping tender an option? Technical evaluation is a pre-requisite • How to Win in beneficiary accounts? • Faculty: Venkat Natarajan, Director – Market Access, AstraZeneca India
<p>15:00 – 15:30</p>	<p>Tea/Coffee Break</p>
<p>15:30 – 17:00</p>	<p>Shaping the policy, Building Advocacy</p> <ul style="list-style-type: none"> • Stakeholder mapping and prioritizing • Stakeholder engagement – what’s the narrative • Measuring Stakeholders’ Preferences to maximize Patients’ Access • Role of Patient Advocacy Groups <p>Faculty: Mr. Prabhat Sinha, Head of Corporate Affairs, Takeda</p>

Agenda



Day 4: Jun 19th (Full Day)

09:00-10.30	Building Pricing Strategy in Pharma Types of pharma pricing strategies: <ul style="list-style-type: none">• Market based pricing• Value based pricing• Cost based pricing• Volume based pricing• Tired pricing models Faculty: Prof. Sanja Samirana Pattnayak , Professor, Economics and Business Environment, IIM, Sirmaur
10:30-11:00	Tea/Coffee Break
11:00-12:30	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 Faculty: Dr. Kiran Kumar Paidipati , Asst. Professor, Decision Sciences, IIM Sirmaur
12:30-13:30	Lunch break
13:30 – 15:00	Impacting access in private market <ul style="list-style-type: none">• What are the value drivers in private market?• Role of HEOR/RWD in the value narrative• Framework to build the value narratives, role of generating affordability solutions to increase access Faculty: Ashis Mukherjee , Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy
15:00 – 15:30	Tea/Coffee break
15:30 – 17:00	Case study – GlycoGuard - Build the access and pricing strategy <ul style="list-style-type: none">• Introduce the case study• Group Work Faculty: Ashis Mukherjee , Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy

Agenda



Day 5: Jun 20 (half day)

08:30 – 09:30	Case study – GlycoGuard - Build the access and pricing strategy <ul style="list-style-type: none">• Group work Faculty: Ashis Mukherjee , Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy
09:30 – 10:30	Case study Presentation <ul style="list-style-type: none">• Group presentation, Group discussion and learnings Next steps Faculty: Ashis Mukherjee , Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy
10:30-11:00	Tea/Coffee break
11:00 – 12:00	Industry Round Table with Access Leaders
12:00 – 13.00	<ul style="list-style-type: none">• Valedictory function/ Recognition• Closing remarks
13:00 – 14:00	Farewell Lunch and departures



Who Should Attend?



Medical Device & Digital Therapeutics Professionals



Market Access, Pricing & Policy Professionals



Pharmaceutical Key Account Managers



Public Health Professionals



Programme Details

Program Duration	5 Days
Program Commencement	16th June 2026
Program Cessation	20th June 2026
Venue	IIM SIRMAUR Dhaura Kuan, Sirmaur District, Himachal Pradesh - 173031



Programme Fees



Fees per Candidates	INR 50,000 + 18% GST
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**The program fee does not includes 5 days stay and food (breakfast, lunch, and dinner).*

Accomodation charges

(Including all 3 meals)

S. No.	Room types	Charges (Per day/ Per person)
1	Single Occupancy	INR 4,500 + 18% GST
2	Double Occupancy	INR 3,500 + 18% GST
3	Double room- Single Occupancy	INR 4,800 + 18% GST

Program Directors



**Dr. Kiran Kumar
Paidipati**

Chairperson, Centre for Healthcare
Management and Innovation (CHMI) &
Assistant Professor, Decision Sciences
IIM Sirmaur



**Prof. Sanja Samirana
Pattnayak**

Professor
Economics & Business Environment,
IIM Sirmaur



Designed & Mentored by:
Ashis Mukherjee

Global Head, Market Access and Reimbursement, Primary & Specialty, Menarini Ricerche SpA, Florence, Italy



Prabhat Sinha

Head of Corporate Affairs
Takeda



Dr. Mahendra Kumar Rai

Vice President & Regional Head, HEOR, Real World Evidence & Medical Affairs (APAC & ME), Trinity Life Sciences



Dr. Kiran Kumar Paidipati

Chairperson, Centre for Healthcare Management and Innovation (CHMI) & Assistant Professor, Decision Sciences
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Venkat Natarajan

Director – Market Access,
AstraZeneca India

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MAIL US AT:

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LOCATION

IIM SIRMAUR (CAMPUS LOCATION)

Dhaura Kuan, Sirmaur District,

Himachal Pradesh - 173031

Knowledge Partner:



Institute Partner:

