



## New diploma to shed light on market access

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Gaining market access for pharmaceuticals is a new hurdle in drug development, so much so that the University of Lyon and the Ecole Pratique des Hautes Etudes of Sorbonne-Paris have set up the European Market Access University Diploma (EMAUD).

The first course of its kind, EMAUD recognises that the paradigm of getting a drug to the market has changed and is designed to give students an understanding of the concept of market access.

"Market access sits at the cross road of several disciplines, including clinical research, health economics, healthcare policy and risk management ... it should be considered early on in drug development," Professor Mondher Toumi, who helped develop the course, told *Scrip*.

"There is nothing out there to teach people about market access - you have to learn by experience. Few people have a good overview," he said. There was demand from industry for such a course while payers also recognised the need, according to Professor Toumi. Health technology appraisal and pricing agencies, non-governmental organisations, industry representatives and healthcare industries contributed to the course.

Beginning in January, the course is made up of five modules:

- market access activities in early preparation Phase I/II;
- health economics outcome research;
- market access activities in Phase III/Pre launch;
- market access pricing and reimbursement, HTA recommendation and formulary inclusion at optimal prices/restrictions;
- risk management and decision science.

The course is taught in English and runs for five weeks spread over five months. So far around 30 people have signed up. The full diploma costs €6,000 while individual modules cost €1,200.



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