

in cooperation with company

**Farmavita Regulanet**

is proud to announce

**“Pharmaceutical Pricing, Reimbursement and Market Access Conference SEE & Turkey” Conference**

**5th – 7th June 2013, Opatija, Croatia.**

Because of the strategic geo-political position and the growing importance in the global economy of the region of the South-East Europe and Turkey, markets of this area simultaneously present plenty of challenges and offer lots of potential for business and investment.

**How successful are you in managing the increasingly complex Market Access Environment?**

Benchmark the recent policy developments & changes in healthcare systems across major European markets to ensure that patients have better access to new drugs. We have gathered pharmaceutical pricing specialists from all over the world who will share their knowledge with you. You will have the chance to meet true market leaders, top speakers, and real experts from pharmaceutical industry.

**Key topics**

* Reveal how to develop **effective strategies to succeed** in country-specific negotiations for price approval and granting of reimbursement
* Gain critical insights into **European trends in public health insurance**
* Learn about the best practices in **development of** **pharmco-economic studies**
* Understand how to deal with the **increasing complexity and uncertainty** in current pricing & reimbursement environment
* Reveal **cost-effectiveness measures** & the impact on the industry – is the innovation rewarded correctly?
* Make the market access **an integral part of the company** & incorporate market access into the entire life cycle of the drug
* Discover the role patient organizations and social networks play in the increase of **patient influence**
* Discover **the latest SEE trends in pricing and reimbursement**
* Discuss about **future challenges in market access**
* Take a look at the **perspective of the payers**
* **P&R Country Reports**: Turkey, Romania, Bulgaria, Bosnia and Herzegovina and Croatia

Who should attend?

Senior Vice Presidents, Vice Presidents, Senior Executives, Global Heads, Heads, Directors, Senior Managers, Managers of: Pricing & Reimbursement, Market Access, Commercial Pricing, Pricing Strategists, Health Economics, Outcomes Research, Regulatory Affairs, Governmental Affairs, Public Affairs, Public Policy Directors, Operations, Governmental bodies, Regulatory bodies

You can find more details at conference's web site:

<http://pharma-market-access.farmavitar.com/en/>