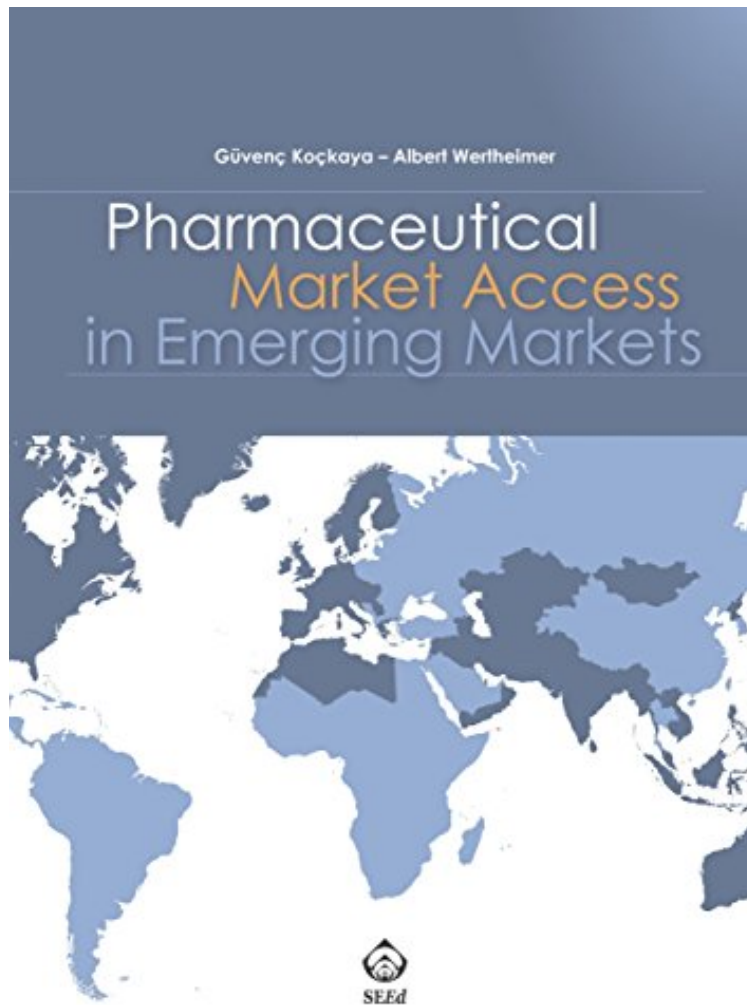


Pharmaceutical Market Access in Emerging Markets

Guuml;venccedil; Koccedil;kaya, Albert Wertheimer
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Guuml;venccedil; Koccedil;kaya, Albert Wertheimer : Pharmaceutical Market Access in Emerging Markets before purchasing it in order to gage whether or not it would be worth my time, and all praised Pharmaceutical Market Access in Emerging Markets:

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The definition of Market Access was first reported by the World Trade Organization as ldquo;to open markets for trade and improve transparency, reciprocity, and non-discrimination in international traderdquo;. Pharmaceutical Market Access is different and could be: achieving the optimal price for a product or service and/or maximum

reimbursement for the approved target population with no restrictions on funding for the medical technology. By the way, Market Access is not only the market authorization, since it also includes overlapping activities like pricing, health technology assessment, formulary, and reimbursement. Market Access is one of the most important activities for pharmaceutical companies and emerging countries represent an important opportunity for launching new products. It was reported that CAGR was 6.0% in the period 2011-2017, and expected sales exceeding 1.1 trillion USD by 2017 for emerging countries. Furthermore, CAGR 2008-2012 for recently launched pharmaceuticals were 9.8% for emerging countries and 1.5% for the top 8 developed countries. The Market Access processes in the most important emerging countries in the selected regions are defined in this book with the aim to help local experts, local government officers, headquarter managements, and everyone who want to learn more about healthcare system and health policies pathways of Market Access, mapping and structure of decision makers, challenges and catalyzers for Market Access in the emerging countries.

About the Author Arturo Schweiger is a Health Economist that holds a MA degree in Economic Policy at Boston University with a Fulbright Scholarship. He has worked for the Interamerican Development Bank (IDB) and the Pan-American Health Organization (PAHO) in South American countries. Nowadays holds a position as senior auditor on social programs financed by Multilateral Organizations at the Auditoria General de la Nación (AGN), BS. As. Argentina. He is the director of the master course in Health Economics Management at Universidad Isalud ndash; Bs. As. Argentina, and author of publication, thesis director and research projects. He has been president of the Argentina Health Economic Association (2004-2006) and foundational member of the Board the Health Economics Association (2008)rdquo;Dr Guuml;vencedil; Koccedil;kaya is a medical doctor and health economist. He earned a master of science degree in Pharmacoeconomics Pharmacoepidemiology at Yeditepe University and doctorate degree in Clinical Pharmacology and Medical Pharmacology at Istanbul University. He completed the European Market Access Diploma Program at Lyon-1 University and studied as a short term fellow at Temple Universityrsquo;s Center for Pharmaceutical Health Services Research. He has established the ISPOR Yeditepe University Student Section. In 2011, he became the first Turkish citizen to be awarded the ldquo;ISPOR Meeting Travel Scholarship Award.rdquo; He has several articles and posters that have been published in national and international journals or presented in national and international congresses. He has also served as the Turkish translation editor of Bootman`s Principles of Pharmacoeconomics and WHO`s Health Technology Assessment in Medical Devices. He worked for Ministry of Health of Turkey as health economist and a member of Medical and Economic Evaluation Commission, which evaluates pharmaceutical reimbursement decisions. He worked also as head of market access or health economics department in pharmaceutical medical device companies. He is the President of the Health Economics and Policy Association (HEPA) and plays an active role in the development of health economics in Turkey and a member of scientific advisory board of ldquo;Farmeconomia. Health economics and therapeutic pathwaysrdquo;Kally Wong entered consumer and media research early in the career. Specialized in market analysis for the pharmaceutical industry about 15 years ago. She has worked in 7 countries span across the Asia Pacific and European region. Kally is now based in Basel, Switzerland. Debra Leong is a Market Planning Manager at the Market Analysis Strategy group at Genentech. She graduated with both a M.S. and B.S. degree in Biomedical Engineering from Columbia University, with a focus on cell and tissue engineering. Prior to joining Genentech, Debra was a Managing Consultant in the Life Sciences practice of Navigant Consulting (formerly Easton Associates), where she specialized in market access and reimbursement strategy with expertise across APAC, LatAm, EU and EMEA, including South Africa. Debra has presented at several international conferences on market access strategy and also co-authored an article on market access for medical devices. Esin Tuna is currently working as a consultant in Polar Health Economics and Policy Consultancy Company based in Ankara from December 2013. Polar is a consultancy company providing research, consultancy, and training services in all social policy issues with special reference to health care. Main areas of work include consultancy and training in health technology assessment, health economics and pharmacoeconomic analyses, reimbursement/ market access, pricing, policy analysis, health care financing and costing studies and market research. Prior to Polar, she worked at Bayer Pharma as a Health Policy Specialist between 2012 and 2013. She received her BSc degree from Hacettepe University Faculty of Pharmacy in 2011. She has master degrees on uml;Health Economics and Pharmacoeconomicsuml; and uml;Biopharmaceutics and Pharmacokineticsuml;. She has national and international publications on health economics and policy issues. Tarik ati is a young researcher and consultant in the field of health economics, pharmacoeconomics, HTA, and market access. His area of expertise include marketing, sales and market access in the field of oncology, rheumatoid arthritis, neurology and rare diseases. His specific areas of interests are market access of innovative medicines, risk sharing schemes, modeling and outcomes research as well as health policy. He has participated as invited lecturers in numerous congresses and conferences and published more than 20 papers in scientific journals. He has established ISPOR Bosnia and Herzegovina Chapter and he has been the first president (2011-2015) of it. He has participated in the translation of ISPOR books into Bosnian, ISPOR distance learning programs, and Good Practices documents. He organized pharmacoeconomics conferences and courses and participated in some educational and researching projects. Dr Ola Al Ahdab is UAE national working as a

Pharmaceutical Advisor at drug department, Ministry of Health, Abu Dhabi, United Arab Emirates. She has held several positions across the MOH since 1999. Dr. Al Ahdab work as adjunct assistant professor of pharmacy practice in three universities (Sharjah, Ajman and Dubai Pharmacy College) in the UAE. Dr. Al Ahdab Post graduate studies were completed at Queens University of Belfast, UK, School of Pharmacy, where she was awarded a PhD in Pharmacoeconomics and Medicine Management in December 2008 as a full time study, and Post Graduate Diploma in Clinical Pharmacy in December 2003 as part time study. Furthermore, she has been awarded an honorary Postdoctoral Research Fellow at Clinical and Practice Research Centre, School of Pharmacy, Queens University of Belfast, United Kingdom. She has completed her undergraduate studies from the Damascus University, School of Pharmacy. Dr. Ola is an active member in many international professional organizations such as the International Society of Pharmacoeconomics and Outcomes Research (ISPOR). She is the founding president of the UAE ISPOR chapter established in April 2011, the International Pharmaceutical Federation (FIP), in addition, she is the Vice-President for Pharmacy Society, Emirates Medical Association UAE Fatma Betul Yenilmez studied nursing at Koc University, Turkey. Her job experiences comprise nursing and salesmarketing in pharmaceuticals. Her educational background also includes master degrees and lots of certificates in both nursing and health economics. She has worked as a consultant both for government and private sector since 2014. She published several scientific posters and articles in health economics and market access area.

Professor Mondher Toumi is M.D. by training, M.Sc. in Biostatistics, and in Biological Sciences (option pharmacology) and Ph.D. in Economic Sciences. Mondher Toumi is Professor of Public Health at Aix-Marseille University. After working for 12 years as Research Manager in the department of pharmacology at the University of Marseille, he joined the Public Health Department in 1993. In 1995 he embraces a carrier in the pharmaceutical industry for 13 years. Mondher Toumi was appointed Global Vice President at Lundbeck A/S in charge of health economics, outcome research, pricing, market access, epidemiology, risk management, governmental affairs and competitive intelligence. In 2008, he founded Creativ-Ceutical, an international consulting firm dedicated to support health industries and authorities in strategic decisionmaking. In February 2009 he was appointed Professor at Lyon I University in the Department of Decision Sciences and Health Policies. The same year, he was appointed Director of the Chair of Public Health and Market Access. He launched the first European University Diploma of Market Access (EMAUD) an international course already followed by almost 350 students. Additionally, he recently created the Market Access Society to promote education, research and scientific activities at the interface of market access, HTA, public health and health economic assessment. He is editor in Chief of the Journal of Market Access and Health Policy (JMAHP) which was just granted PubMed indexation. Mondher Toumi is also visiting Professor at Beijing University (Third Hospital). He is a recognized expert in health economics and an authority on market access and risk management. He authored more than 250 scientific publications and communications, and has contributed to several books.

Professor Albert Wertheimer is a professor at the College of Pharmacy, Nova Southeastern University, Lauderdale, FL, USA. His area of expertise include pharmacoeconomics, outcome research, managed care pharmacy, pharmaceutical health services research, and international health policy. He had served as Professor at the Temple University and at the University of Minnesota, Dean at the Philadelphia College of Pharmacy, Director of Health Outcomes Management at Merck and Company, Director of the Center for Pharmaceutical Health Services Research, and vice president of Pharmacy Managed Care First Health. He received a Bachelor of Pharmacy degree from the University of Buffalo; a Master of Business Administration from the State University of New York at Buffalo, and a PhD degree from Purdue University. He was also a post-doctoral fellow at the Department of Social Medicine at St. Thomas's Hospital Medical School of the University of London (UK). He is author of 29 books, more than 420 article in scientific journals, and more than 30 book chapters. He has supervised 70 PhD Students and 104 Master degree students. Professor Wertheimer has consulted or lectured in over 60 countries.

Mete Saylan had his medical doctor degree in Istanbul University Medical Faculty and he finished his specialization in psychiatry at Istanbul Medical Faculty Psychiatry Department. He started his academic career with clinical research in neurosciences. In 2001, he joined pharmaceutical industry as clinical research physician and he worked in medical and market access department of different international pharmaceutical companies. He is currently Market Access Director of Turkey, Iran and Maghreb countries.