

HOW TO WIN AT PRICING: Innovative Analytics Over the Product Life Cycle

This pricing training is designed for pricing professionals to give practical hands-on experience and ability to benchmark your techniques against real-world results.

Real live training exercises with innovative analytic methods and proven examples that give practical hands-on experience and ability to benchmark your techniques against real-world results.

This is an intensive and interactive 1.5-day pricing training. It alternates between interactive lectures with exercises, group discussions and a simulation game.

Program - 2 days

Module 1: Early Asset Price Forecasting

- Review techniques for early asset valuation
 - Analogue analysis
 - Comparator price forecasting
 - Indication sequencing
 - MCDA and predictive model
- Run a group exercise in asset price forecasting

Module 2: Product Launch Pricing

- Types of price strategies and price bands
- Setting launch price bands
 - Setting list price corridor
 - Setting net price corridor
- Launch sequencing
 - Trends in launch sequencing
 - Running a launch sequence optimization
- Managing price and access risk during launch
- Benchmarking your launch strategy
- Exercise in launch price setting
- How to reduce future price risk in your launch strategy

Module 3: In-line Pricing

- Reference pricing
 - Running reference price analysis
 - How to model portfolio risk
- Indication expansion
 - How to model multi-indication pricing
 - Impact of new indications on pricing
 - Evaluating go/no-go decisions on new indication pricing
- Geographic expansion and competitor shifts
 - How to price in late-stage geographic expansion
 - How to manage changes in price strategy mid-cycle
- Preparing for LOE

Your trainers:



Alan Crowther & Andrew Hanhauser

Alan has spent close to 20 years doing commercial work for the life sciences industry. His experience includes creating innovative solutions for global pricing and access, including work on price optimization, global data collection and analysis, and the use of advanced algorithms to support commercial decisions, including pricing.

Andrew is responsible for EVERSANA's global pharmaceutical price database, Pricentric® by EVERSANA. He oversees a team of more than 50 people across the U.S., Europe, and India.

With more than 15+ years of domestic and international business experience Andrew has served Fortune 500 corporations in operations, technology, and business strategy, leadership, product management / design, and innovation.

Price :

1350 (excl. vat) – non-member rate

- BRING A COLLEAGUE AND GET -10% discount on both tickets
- REGISTER WITH 3 AND GET -15% discount on your tickets
- EPP Prime Members : -20%.