



Place du Market Access dans les approches de Business Développement

Mardi 13 juin 2023 de 9h à 12h30*

à STARWAY 58-60 avenue de la Grande Armée 75017 Paris

Les aspects prix et remboursement ont une place essentielle dans les approches de business développement. Nous aborderons les grandes étapes de l'accès au marché en France, mais également dans d'autres pays européens. Puis nous prendrons l'exemple de différents deals possibles pour aborder des sujets plus spécifiques tels que les rencontres précoces, l'accès précoce, ou la collecte de données en vie réelle.

C'est l'ensemble de ces points que nous vous proposons de partager, de façon interactive, lors de cette matinée de formation.

***Cette formation sera suivie d'un cocktail déjeunatoire de 12h30 à 14h**

Formatrices:

Emmanuelle Préaud

*VP Market Access &
Pricing - Alira Health*



Elsa Duteil

*Principal Market
Access & Pricing - IQVIA*

Prix: 130,00 €

Modalités d'inscription: envoyer un
mail à tresorerie@plcf.org

PRÉSENTATION LES FORMATRICES



**Emmanuelle
PRÉAUD**

**Vice President
Market Access & Pricing**

Emmanuelle Préaud leads local market access team in France. She brings more than 15 years of experience in health economics and market access acquired in the pharmaceutical industry and in consulting.

In recent years, Emmanuelle was Director of the French Market Access and Pricing team of a German laboratory, in charge of the pricing, reimbursement and HEOR team for the whole portfolio and pipeline of the company locally. She has led pricing and reimbursement activities for several local launches, from the development of the market access strategy to the price negotiations and the implementation of real life studies, for which she interacted with multiple actors of the French healthcare system. Her experience at all stages of development and implementation of market access strategies allows her to propose solutions to optimize pricing and reimbursement strategies at global to local level, conciliating companies' headquarters ambitions with local French healthcare systems specificities & requirements.

Emmanuelle holds a PharmD in Pharmacy as well as a Master's degree in Health Economics from the Faculty of Pharmacy of Lyon (Claude Bernard University) and has completed numerous training courses, notably in negotiation and public affairs.



**Elsa
DUTEIL**

**Principal Market
Access & Pricing**

Elsa Duteil is Principal of the Market Access & Pricing team. She has over 10 years of experience in health economics, market access and pricing that she gained in the consulting and pharmaceutical industries.

Prior to joining IQVIA, Elsa worked at Novartis, where she namely oversaw the health economics activities. She was also in charge of the early pricing and pricing negotiations for both pharmaceutical and oncology drugs. Elsa launched several drugs in rare diseases and in the areas of cardiology, oncology and gene therapy. Elsa uses her statistical knowledge and her strategic vision to optimize the design of the clinical trials and the market access strategies in order to assess target prizes for drugs.

Elsa is an alumni from the biology department of the Ecole Normale Supérieure (Paris-Saclay). She holds an MSc in epidemiology from the Sorbonne University and an MSc in Health Policy Management from the CNAM and the Institut Pasteur.