**Strategic Pricing and Marketing of Healthcare Technologies – focusing on pharmaceutial industry**

**(2019/20 II. semester)**

Health Policy and Health Economy Department

**Dates of the course: Wednesday 11.00-12.30 (2x45 minutes)**

**Credit points of the subject: 4**

**Type:** seminary

**Reponsible lecturer**: Tamás Szolyák

Goals of the subject:

1. Present development of the pharmaceutical industry, present challenges and possible answers to recent challenges
2. Assessment of global market access function, basics of market access, role in the company, cooperation with all other parts of a company value chain
3. Detailed review of pharmaceutical marketing strategy development key factors, presentation of life cycle management role and impact in relation to marketing activities
4. Provide the students with a solid support and knowledge in order to enable them for creation of a strategic marketing plan
5. Enable students to provide individual and creative responses, strategic pricing and marketing dilemmas, through solving individual and group tasks

**Type of exams, knowledge test**

1. preparing a value dossier or a market access plan - case study prepared by teamwork
2. development of a pricing strategy or access strategy based on pricing conditions or local conditions – case study prepared by teamwork
3. discuss a marketing strategy and life cycle management of a virtual medicine, based on case examples - case study

**SYLLABUS**

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| **Topic/subject** | **Short discription of the topic** | **Theory**  **(lecture x 45min)** | **Practice**  **(lecture x 45min)** | **Related individual/ group task** |
| Pharmaceutical industry – global trends, challenges | Summary of pharmaceutical industry development and change of business course in accordance with/corresponding to external circumstances.  Summary of present/contemporary challenges and possible responses/reactions of the industry | 2 |  |  |
| Strategic pricing | Strategic pricing of innovative medicines/drugs, methodology, a view from the customer and from the industry | 4 |  | Case study solution, justification |
| Marketing basics | Basic marketing knowledge, covering the specialties of Pharma business, definitions, key pints, marketing approach, value creation | 2 |  |  |
| Life-cycle management | Analysis of different life-cycle, logic behind life –cycle, different marketing approach in different life cycles | 2 |  | Virtual strategy |

Literature:

Brent L Rollins, Matthew Perri: Pharmaceutical marketing

EM Kolassa: The strategic Pricing of Pharmaceuticals

Tony Ellery and Neal Hansen: Pharmaceutical Lifecycle management

J Haimowitz: Healthcare relationship marketing