Market Access & Medical | Marketing & Sales | Firmenseminare

Market Access Switzerland in a nutshell | In English

Understand the Swiss access process and gain insights for optimal patient access in Switzerland.

Understand the overall Swiss market access concept and gain key insights for optimal access to medicines in Switzerland.

Learn about the “WZW” criteria (effectiveness, appropriateness, and cost-effectiveness) applied by the Federal Office of Public Health (FOPH) to place medicines on the List of Pharmaceutical Specialities (SL).
Understand the essentials of successful value dossiers needed to engage with the Federal Medicine Commission (FMC) and the pricing reviews conducted by the FOPH.

The possibility of off-label reimbursement in accordance with Article 71a-d HIO (Health Insurance), in cooperation with health insurances, the Swissmedic approval process, and the importance of Pharmaceutical Economics and Health Technology Assessment (HTA) in Switzerland round off the program.

Learning objectives

Focus areas:

- Access process model (from admission to use)
- List of pharmaceutical specialities (SL) listing from A-Z (TQV, APV, pricing models) and access via IV
- Insights on the Federal Office of Public Health (FOPH/BAG) process
- Creation of a successful value dossier
- Off-label reimbursemendt in accordance with Article 71a-d HIO (Health Insurance Ordinance/KVV), cooperation with health insurers
- Planned changes to ordinances

Basic knowledge of the Swissmedic approval procedure and the importance of the Pharmaceutical economics and HTA in Switzerland round off the program.

Target Groups

- Employees from both domestic and international backgrounds seeking specific knowledge of Market Access in Switzerland
- HUB employees responsible for the Swiss Market
- Market Access and Medical Affairs Associates
- Marketing & Commercial Associates
- Anyone who is interested in Market Access

Dozentinnen & Dozenten



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Nur noch wenige Plätze

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Datum
Montag, 30. November 2026

Zeit
09.00 - 17.30

Sprache
English

Art der Veranstaltung
Seminar

Ort
shqa
Hirschmattstrasse 1, 6003 Luzern
Lageplan

Das shqa Büro liegt im 1. Stockwerk

Anreise mit den öffentlichen Verkehrsmitteln
Wir empfehlen Ihnen die Anreise mit den öffentlichen Verkehrsmitteln (5 Gehminuten vom Bahnhof Luzern).

Anreise mit dem Auto
Umliegend gibt es diverse Parkhäuser in der Stadt.
Am nächsten gelegen (2-4 Gehminuten): Luzerner Kantonalbank oder Parkhaus Kesselturm
weitere Möglichkeit (10-12 Gehminuten): Parkhaus Altstadt oder Bahnhofparking P3 Universität

Kosten pro Person (exkl. MwSt.)
CHF 980 .– (für shqa Mitglieder)
CHF 1'480 .– (für Nichtmitglieder)
In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung

Kontaktpersonen



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