

# 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.

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Date  
**Monday, November 30, 2026**

Time  
**09.00 - 17.30**

Language  
**English**

Course type  
**Seminar**

Location  
**Trafo Baden Kultur und Kongresszentrum**  
Brown Boveri Pl. 1, 5400 Baden  
[Map](#)

### Arrival by public transport

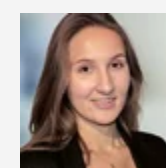
We recommend that you travel by public transport, the Trafo Baden is only a 3 minute walk from Baden train station.

### Arrival by car

The Trafo parking garage has 300 covered parking spaces. Please note, that the parking garage is public and no parking spaces can be reserved. 1000 further parking spaces can be found close to Trafo Baden.

Cost per person (excl. VAT)  
**CHF 980 .-** (for shqa members)  
**CHF 1'480 .-** (for non-members)  
Included in this fee: seminar documents and confirmation of participation

### Contact persons



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### 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 reimbursement 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.

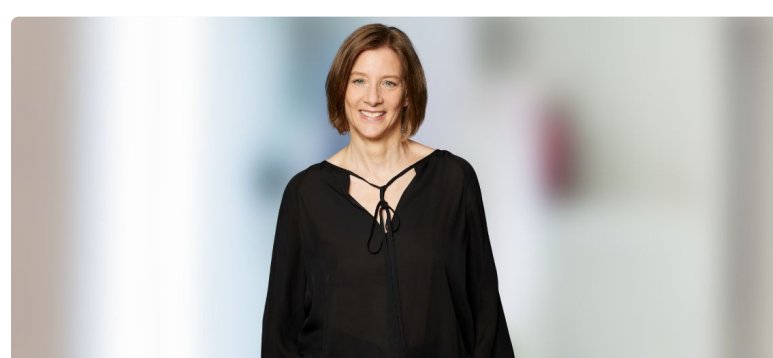
### Target Groups

- 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

### Lecturers



**Jacqueline Cueni**  
Pricing & Market Access Leader  
Roche Pharma (Schweiz) AG



**Petra Erni Rauch**  
Consultant  
SICOMed AG



**Corinne Wenger**  
Director Regulatory Affairs  
Roche Pharma (Schweiz) AG