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

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

Only a few places left

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Date
Monday, November 30, 2026

Time
09.00 - 17.30

Language
English

Course type
Seminar

Location
shqa
Hirschmattstrasse 1, 6003 Luzern
Map

The shqa office is located on the 1st floor

Getting There by Public Transportation
We recommend traveling by public transportation. From the Lucerne train station, it’s about a 5-minute walk to the office.

Traveling by car
There are several parking garages in the city.
The closest ones (2–4 minutes’ walk): Luzerner Kantonalbank or Parkhaus Kesselturm
Another option (10-12 minutes’ walk): Parkhaus Altstadt or Bahnhofparking P3 Universität

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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