

PRICING POLICY AND COSTING IN PHARMACEUTICAL

OVERVIEW

The course is developed in response to the demand from pharmaceutical professionals to address costing and pricing challenges. The rapidly changing landscape of pharma industry and Globalisation requires adaptable methods and innovative strategies for pricing. Cost is the key determinant for pricing and has dependable variables.

This course will provide an insight into costing, pricing strategies, data gathering, market dynamics and competition. The course will support in decision making to evolve profitable pricing structures. The course is one of its kind to resolve technical pricing issues in pharma industry. This course will also provide practical tools and techniques to ensure effective pricing without compromising on ethics.

Course Objectives

- To enable pricing policy
- Using effective tools and techniques for drug costing
- To develop fit for purpose pricing models
- Astuteness of drug pricing controls and course of action
- To deliver proactive strategy and preparedness for globalisation and regulations
- To deliver ethical pricing
- To establish understanding on elasticity of demand for prescription drugs and pricing
- Knowledge of costing elements and tools for trajectory and projections
- Understanding the art of Pricing and approvals

Who should attend

CEOs, Regulatory affairs Directors and manager, Finance director and managers, Marketing directors and managers, Pharma entrepreneur, Academics and Public authorities

Our partners



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Learning outcome

- To understand market and pricing strategies
- Tools to use for establishing price
- Understanding costing elements in Pharmaceutical
- Understanding of Regulations and influences
- Documentation and technical information

Course Outline

- Theoretical aspects of price determination and evaluation
- Market forces and market base economy
- Economic characteristic for drug pricing (Branded, patent, generics)
- Variables in pricing related to supply chain factors
- WHO and HAI methodology for drug price monitoring- Challenges related to price comparisons
- Buyer and supplier relationship
- Price controls and profit controls
- Drug tariffs
- Globalisation as a key influencer on pricing



Course Director: Mazhar Shams R.
Ph., CRCP (B. Sc, B. Pharmacy, M. Phil, JAVADA (Japan))

COURSE FACILITATOR

Regulatory and Quality Affairs professional having around 19 years hand on experience in these areas. He had opportunity to work in stringent environment of Japan, considering its regulatory body, PMDA, one of the reference authority in Pakistan. Working in both local and MNC environment he is aware of the challenges, opportunities and strength of both streams of Pharmaceutical industry of Pakistan.

Besides holding an M. Phil degree in Pharmaceutics Mazhar has completed his Pharmaceutical manufacturing and QA diploma from Japan that makes him more aware about working in a stringent regulatory environment and its challenges. Currently he is heading Regulatory Affairs department and had worked with prestigious and leading MNCs and Local business in the capacity of Regulatory lead and QA professional.

REGULAR COURSE FEE: PKR 25,000/- PER DELEGATE EXCLUSIVE OF ANY TAX

10% DISCOUNT ON 3 OR MORE NOMINATIONS FROM SAME ORGANISATION

INCLUDE COURSEWORK, LUNCH, REFRESHMENTS, CERTIFICATE, AND BUSINESS NETWORKING

FOR INDIVIDUAL AND GROUP REGISTRATION(S)-
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