



Postgraduate Diploma

Access Market in Pharma Biotech for Nursing

» Modality: online

» Duration: 6 months

» Certificate: TECH Technological University

» Dedication: 16h/week

» Schedule: at your own pace

» Exams: online

Website: www.techtitute.com/us/nursing/postgraduate-diploma/postgraduate-diploma-access-market-pharma-biotech-nursing

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tech 06 | Introduction

In a context where the biotechnology and pharmaceutical industry stands out for its regulatory complexity or high research and development costs, the Access Market is dedicated to addressing the challenges related to the marketing and distribution of medicines. In this way, this approach focuses on close collaboration with regulatory authorities to ensure the approval and regulatory compliance of drugs. It also allows for equitable and sustainable pricing and reimbursement strategies so that patients can access necessary treatments without financial barriers.

Therefore, as it contributes to the improvement of patients' quality of life and the enhancement of the healthcare environment, having up-to-date knowledge in this field is essential for the nurse interested in standing out in the Pharma Biotech field. For this reason, TECH has created this program, which allows the professional to delve into the evaluation of new drugs, their financing processes or distribution strategies in the market.

This Postgraduate Diploma is 100% online, providing students with a wide range of didactic resources to facilitate learning from any device connected to the Internet. It will also be complemented by the Relearning method, which allows complex concepts to be understood more efficiently in less time.

This **Postgraduate Diploma in Access Market in Pharma Biotech for Nursing** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of case studies presented by Pharma Biotech specialists
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



You will expand your knowledge and enhance your professional skills in Access Market with this Postgraduate Diploma only offered by TECH"



With this program, you will delve into the authorization and registration of new drugs, learning about the up-to-date drug approval and marketing processes"

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the educational year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will delve into the key functions of the Access Market and position yourself at the forefront of the Pharma Biotech industry.

Thanks to this 100% online program, you will immerse yourself in the world of the healthcare system and understand how it works in relation to the Access Market.





The objective of this program is to provide nurses with a delve into the skills and knowledge necessary to implement Access Market in their daily practice in the pharmaceutical and biotechnology fields. In this way, they will be prepared to assume key roles in critical areas such as research, development and project management. To achieve this, we offer a program that will allow students to reconcile their daily activities with their learning activities, since they will not be subject to pre-established schedules.



tech 10 | Objectives



General Objectives

- Acquire knowledge about the history of strategic Management
- Categorize the different definitions over time
- Assess financial efficiency
- Optimize working capital management
- Understand the different types of health care systems, such as public, private/private insurance, and private health care
- Assess unmet patient needs and chronicity management
- Understand what Market Access is and how the need for this function arises in the pharmaceutical industry
- Know the structure, organization and functions of the National Health System
- Delve into the steps involved in planning the market access of a new drug
- Review the points to be analyzed prior to the development of the access plan to understand the environment and competitors
- Know the capabilities and ethics of the Coach
- Understand the essence of coaching and its focus on learning
- Acquire basic knowledge of the fundamental concepts of leadership and their application in the pharmaceutical industry
- Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models
- Achieve an effective tool to achieve results
- Define unique and differentiated value propositions







Specific Objectives

Module 1. Market access (1) Organization and Processes

- Understand what Market Access is and how the need for this function arises in the pharmaceutical industry
- Know the structure, organization and functions of the National Health System
- Describe the marketing authorization process of a new drug and identify the Spanish and European health authorities involved in the process
- Analyze national and international health technology assessment agencies
- · Identify agencies that evaluate new drugs, decision makers and influencers
- Describe the price request and reimbursement process
- Differentiate the access processes for hospital drugs and those dispensed in street pharmacies
- Familiarization with traditional and innovative financing schemes
- Knowing the processes of public purchase of medicines in the Spanish healthcare system
- Know the professional profiles assigned to the access department
- Analyze the interaction of Market Access professionals with other departments in the pharmaceutical industry
- Review the latest trends in drug assessment (Multicriteria Analysis) and drug purchasing

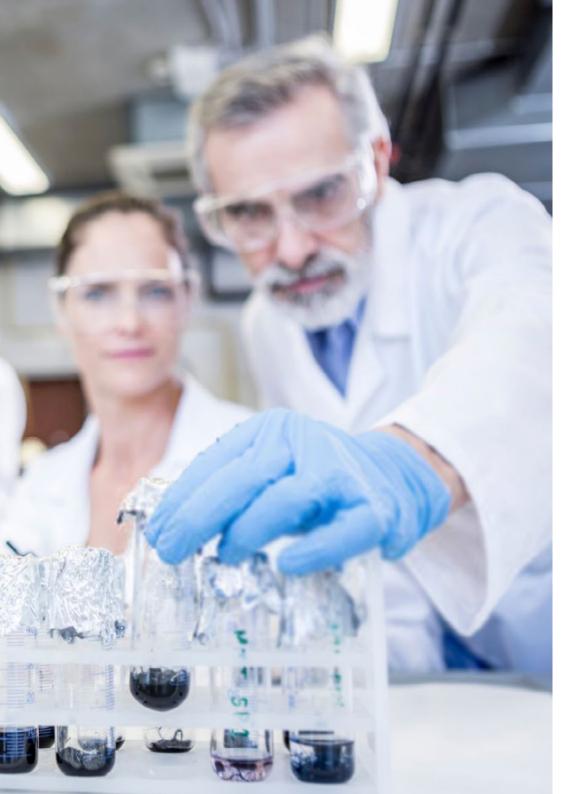


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Module 2. Market access (2) Tools and Strategy

- Delve into the steps involved in planning the market access of a new drug
- Review the points to be analyzed prior to the development of the access plan to understand the environment and competitors
- Know and segment payers
- Develop the market access strategy and plans, specifying the timeline and roles involved
- Know how to manage the approach to health authorities for both hospital drugs and street pharmacy drugs
- Know the requirements to apply for drug funding: official and supplementary documents
- Become familiar with the documents and tools that support the value of the drug and that will be essential in the negotiation of price and reimbursement with the health authorities, and in the subsequent regional and local access
- In-depth study of the elements included in the value dossier of a medicine
- Identify the clinical value of a drug, the value perceived by the patient, and the economic aspect
- Become familiar with the key concepts of pharmacoeconomics
- Delve into the economic analysis of a drug, differentiating between partial and complete economic assessments





Module 3. Digital Health Management: Technological Innovation in the Health Sector

- Understand the different types of health care systems, such as public, private/private insurance, and private health care
- Assess unmet patient needs and chronicity management
- Analyze the role of cost, effectiveness and safety as determinants of health care
- Understand the professional-patient relationship and the rights and duties of both
- Analyze the challenges of care pressure and expenditure management based on ethical principles
- Define the skills and attitudes necessary to be an efficient professional manager
- Explore leadership and the management of the emotional climate and work conflicts
- Use timekeeping as a tool for efficient management
- Analyze health spending and outcomes, as well as improvement, innovation and transformation processes
- Evaluate the use of indicators, benchmarking, clinical guidelines, EDO, complaints and pharmacovigilance in the quality of care



You will acquire the skills necessary to manage traditional schemes and innovative arrangements in the Biotech industry"





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Management



Mr. Cardenal Otero, César

- Pharmabiomedical Executive at Amgen
- Author of the book "Personal Brand Communication through Social Networks by Professionals in the Health Sector
- Degree in Marketing from Prifysgol Cymru University in Wales
- Distinguished grade in the Inspiring Leadership through Emotional Intelligence course at Case Western Reserve University
- Postgraduate Degree in Management and Health of the Pharmaceutical Industry of the European University
- Master's Degree in SME Administration from the Polytechnic School of Management
- Specialization in Social Media Marketing from Northwestern University
- Postgraduate Diploma in International Trade and Transport, University of Cantabria, Spain
- Postgraduate Certificate in Business Administration from the University of Cantabria

Professors

Ms. Restovic, Gabriela

- Assessment of health technology in the public sector for the Innovation Department of the Hospital Clinic of Barcelona
- Associate Director of Market Acess at Novocure
- Economist of the Catholic University of Chile
- Master's Degree in Applied Economics at the Pompeu Fabra University of Barcelona
- Senior Management Program in Healthcare Government Affairs at EADA, Business School of Barcelona
- · Adjunct teacher of academic programs in the service of her specialty

Mr. Rojas Palacio, Fernando

- Founder and CEO of Navandu Technologies
- Founder of Brigital Health, an international consulting firm
- Expert in Big Data and Social Network Analysis by the MIT
- Senior Business Management Program by Institute of Business and Chicago Booth School of Business
- $\bullet \ \, {\sf MSc\ in\ Telecommunication\ Engineering\ from\ the\ Polytechnic\ University\ of\ Madrid}$
- Professor associated with academic programs in his specialty



Course Management | 17 tech

Ms. Caloto González, María Teresa

- Market Access Consultant
- Subdirectorate General of Epidemiology of the Ministry of Health
- Doctorate in Biological Sciences from the Complutense University of Madrid
- University Expert in Probability and Statistics in Medicine
- University Expert in Advanced Methods in Applied Statistics
- Master in Health and Environment by the Autonomous University of Madrid
- Master in Public Health, Autonomous University of Madrid
- Master in Pharmacoeconomics and Health Economics, Pompeu Fabra University, Barcelona



A unique, key, and decisive educational experience to k educational experience to boost your professional development"





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Module 1. Market access (1) Organization and Processes

- 1.1. Market Access in the Pharmaceutical Industry
 - 1.1.1. What Do We Mean by Market Access?
 - 1.1.2. Why Is a Market Access Department Necessary?
 - 1.1.3. Market Access Department Functions
 - 1.1.4. Conclusions
- 1.2. Health System in Spain
 - 1.2.1. Organization, Structure and Function
 - 1.2.2. Regional Health Service
 - 1.2.3. Organization, Structure and Function
- 1.3. Authorization and Registration of New Medicines
 - 1.3.1. Health Authorities
 - 1.3.2. European Medicines Agency (EMA)
 - 1.3.3. Ministry of Health
 - 1.3.4. New Drug Marketing Authorization Process: Centralized, Decentralized and Mutual Recognition Processes
- 1.4. New Drug Assessment at the National Level
 - 1.4.1. Health Technology Assessment Agencies
 - 1.4.2. Relations
 - 1.4.3. Europe
 - 1.4.4. Spanish
 - 1.4.5. Therapeutic Positioning Reports (TPR)
 - 1.4.6. Decision Makers and Influencers
- 1.5. Other New Drug Assessments
 - 1.5.1. GENESIS Group Assessments
 - 1.5.2. Regional Assessments
 - 1.5.3. Assessments in Hospital Pharmacies: Pharmacy and Therapeutics Committees
 - 1.5.4. Other Assessments
- 1.6. From Drug Approval to Availability to The Patient
 - 1.6.1. New Drug Pricing and Reimbursement Application Process
 - 1.6.2. Marketing and Financing Conditions
 - 1.6.3. Procedure for Access to Medicines at Hospital Level
 - 1.6.4. Procedure for Access to Medication Dispensed in Street Pharmacies
 - 1.6.5. Access to Generic and Biosimilar Drugs





Structure and Content | 21 tech

- 1.7. Drug Financing
 - 1.7.1. Traditional Versus New Financing Schemes
 - 1.7.2. Innovative Agreements
 - 1.7.3. Risk-Sharing Agreements (RSAs)
 - 1.7.4. Types of ARC
 - 1.7.5. Criteria for Selecting The ARC
- .8. Drug Purchasing Process
 - 1.8.1. Public Procurement
 - 1.8.2. Centralized Purchasing of Medicines and Health Products
 - 1.8.3. Framework Agreements
 - 1.8.4. Conclusions
- 1.9. Market Access Department (1) Professional Profiles
 - 1.9.1. Evolution of The Market Access Professional Profile
 - 1.9.2. Market Access Professional Profiles
 - 1.9.3. Market Access Manager
 - 1.9.4. Pharmacoeconomics
 - 1.9.5. Pricing
 - 1.9.6. Key Account Manager
- 1.10. Market Access Department (2) Interaction with Other Departments of The Pharmaceutical Industry
 - 1.10.1. Marketing and Sales
 - 1.10.2. Medical Department
 - 1.10.3. Institutional Relations
 - 1.10.4. Regulatory
 - 1.10.5. Communication

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Module 2. Market access (2) Tools and Strategy

- 2.1. Market Access Planning for a Drug
 - 2.1.1. Analysis of The Current Scenario: Management of The Disease, Competitors
 - 2.1.2. Segmentation of Regions and Accounts
 - 2.1.3. Scientific Societies
 - 2.1.4. Patient Associations
 - 2.1.5. Designing the Corporate Strategy
 - 2.1.6. Strategy Implementation Chronology
- 2.2. Market Access Management of a Drug
 - 2.2.1. Regional Access Management
 - 2.2.2. Access to The Hospital Drug Market Hospital Pharmacy Management and Strategy
 - 2.2.3. Access to the Market for Street Pharmacy Drugs
 - 2.2.4. Management and strategy for Primary Care Pharmacists
- 2.3. Clinical Value of a Drug
 - 2.3.1. Value Based on Clinical Development
 - 2.3.2. Real Life Studies
 - 2.3.3. (RWD/RWE)
 - 2.3.4. Conclusions
- 2.4. Value Perceived by The Patient
 - 2.4.1. Patient Reported Outcomes (PRO)
 - 2.4.2. Health-Related Quality of Life (HRQOL)
 - 2.4.3. Satisfaction with Treatment
 - 2.4.4. Incorporation of Patient Preferences
- 2.5. Economic Analysis Types
 - 2.5.1. Types of Economic Analysis
 - 2.5.2. Parameters to Be Defined
 - 2.5.3. Partial Economic Assessments
 - 2.5.4. Costs and Burden of Disease
 - 2.5.5. Cost Consequence

- 2.6. Economic Analysis Studies
 - 2.6.1. Budget Impact Studies
 - 2.6.2. Market Growth
 - 2.6.3. Associated Risks
 - 2.6.4. Intellectual Property
- 2.7. Economic Analysis Assessments
 - 2.7.1. Complete Economic Assessments
 - 2.7.2. Cost-Effectiveness Analysis
 - 2.7.3. Cost-Utility Analysis
 - 2.7.4. Cost-Benefit Analysis
 - 2.7.5. Decision Rules
- 2.8. Drug Value Dossier
 - 2.8.1. Value Dossier Contents
 - 2.8.2. Clinical Value of The Drug
 - 2.8.3. Economic Value of The Drug
 - 2.8.4. Demonstrating The Value of The Drug to The Healthcare System
 - 2.8.5. Adaptation of The Dossier to Different Autonomous Communities
- 2.9. Documents Required for Price and Reimbursement Request
 - 2.9.1. Required Documents
 - 2.9.2. Optional Documents
 - 2.9.3. Price Documents
 - 2.9.4. Reimbursement Documents
- 2.10. New Trends
 - 2.10.1. Value-Based Purchasing
 - 2.10.2. Multicriteria Analysis (MCA)
 - 2.10.3. Innovative Public Procurement
 - 2.10.4. Latest Trends

Module 3. Digital Health Management: Technological Innovation in the Health Sector

- 3.1. Hospital Information Systems
 - 3.1.1. Implementation
 - 3.1.2. Hospital Information Systems Management
 - 3.1.3. Electronic Medical Records
 - 3.1.4. Information Systems Interoperability
- 3.2. Telemedicine and Digital Health
 - 3.2.1. Remote Medical Consultations
 - 3.2.2. Telemonitoring Platforms
 - 3.2.3. Patient Follow-Up
 - 3.2.4. Mobile Health and Wellness Applications
- 3.3. Big Data and Data Analysis in Healthcare
 - 3.3.1. Management and Analysis of Large Volumes of Healthcare Data
 - 3.3.2. Use of Predictive Analytics for Decision Making
 - 3.3.3. Privacy
 - 3.3.4. Health Data Security
- 3.4. Artificial Intelligence and Machine Learning in Healthcare
 - 3.4.1. Artificial Intelligence Applications in Medical Diagnostics
 - 3.4.2. Machine Learning Algorithms for Pattern Detection
 - 3.4.3. Chatbots
 - 3.4.4. Virtual Assistants in Medical Care
- 3.5. Internet of Things (IoT) in Healthcare
 - 3.5.1. Connected Medical Devices and Remote Monitoring
 - 3.5.2. Intelligent Hospital Infrastructures
 - 3.5.3. IoT Applications in Inventory Management
 - 3.5.4. Supplies
- 3.6. Cybersecurity in Healthcare
 - 3.6.1. Health Data Protection and Regulatory Compliance
 - 3.6.2. Prevention of Cyber Attacks
 - 3.6.3. Ransomware
 - 3.6.4. Security Audits and Incident Management

- 3.7. Virtual Reality (RV) and Augmented Reality(AR) in Medicine
 - 3.7.1. Medical Training Using VR Simulators
 - 3.7.2. AR Applications in Assisted Surgery
 - 3.7.3. Surgical Guides
 - 3.7.4. VR Therapy and Rehabilitation
- 3.8. Medical Robotics
 - 3.8.1. Use of Surgical Robots in Medical Procedures
 - 3.8.2. Task Automation in Hospitals and Laboratories
 - 3.8.3. Prosthesis
 - 3.8.4. Robotic Assistance in Rehabilitation
- 3.9. Medical Image Analysis
 - 3.9.1. Medical Image Processing and Computational Analysis
 - 3.9.2. Computer-Aided Image Diagnosis
 - 3.9.3. Real-Time Medical Imaging
 - 3.9.4. 3D
- 3.10. Blockchain in Healthcare
 - 310.1. Security and Traceability of Health Data with Blockchain
 - 3.10.2. Exchange of Medical Information between Institutions
 - 3.10.3. Management of Informed Consents
 - 3.10.4. Privacy

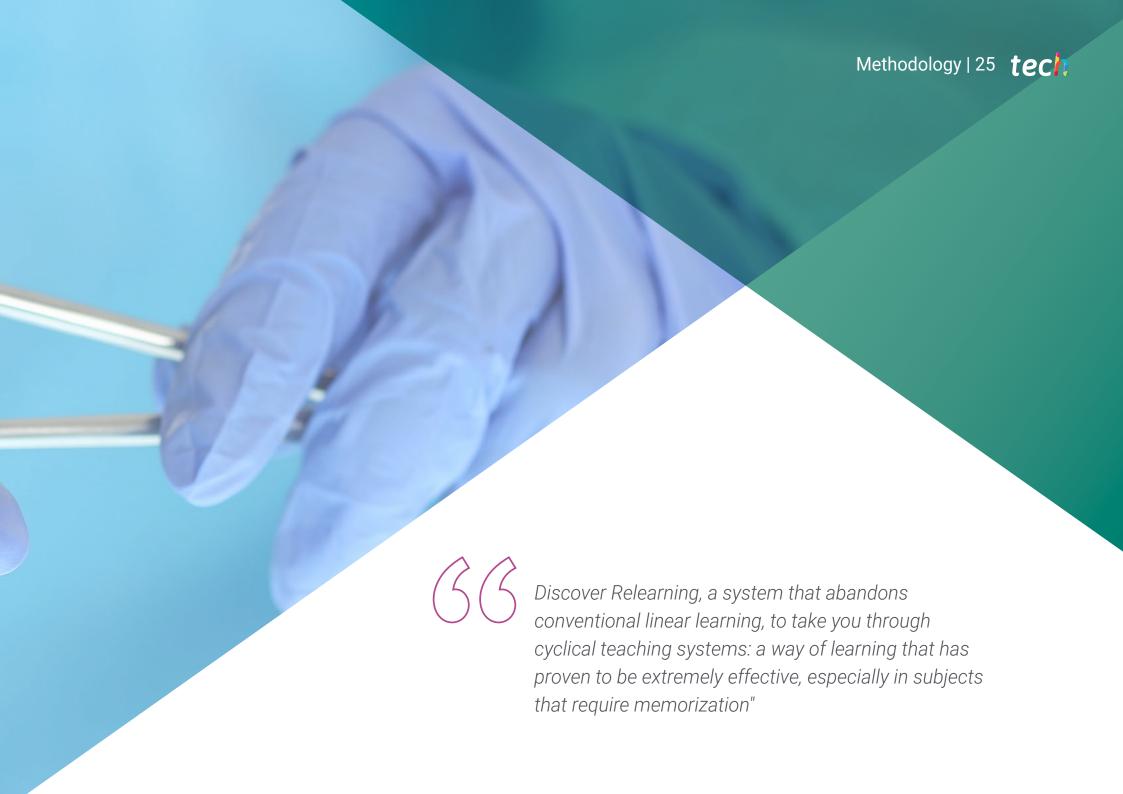


TECH's Relearning methodology will allow you to enjoy the didactic contents according to your own study pace in order to optimize your updating process"



This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

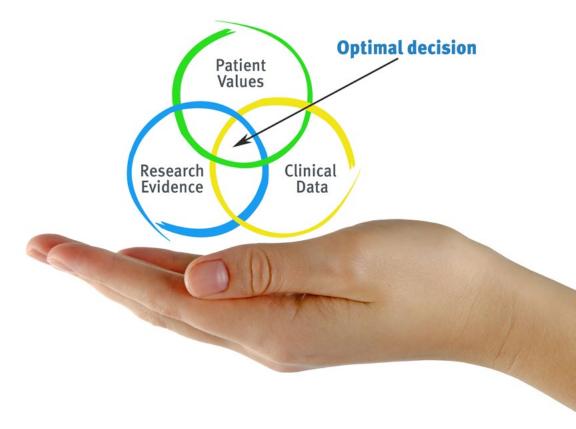


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At TECH Nursing School we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Nurses learn better, faster, and more sustainably over time.

With TECH, nurses can experience a learning methodology that is shaking the foundations of traditional universities around the world.



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, in an attempt to recreate the real conditions in professional nursing practice.



Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method"

The effectiveness of the method is justified by four fundamental achievements:

- Nurses who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
- 2. The learning process has a clear focus on practical skills that allow the nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.
- 3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
- 4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.





Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.

The nurse will learn through real cases and by solving complex situations in simulated learning environments.

These simulations are developed using state-of-the-art software to facilitate immersive learning.



Methodology | 29 tech

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.

This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is really specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Nursing Techniques and Procedures on Video

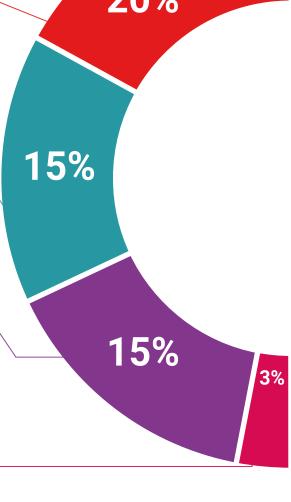
We introduce you to the latest techniques, to the latest educational advances, to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch them as many times as you want.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".





Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.



Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



Classes

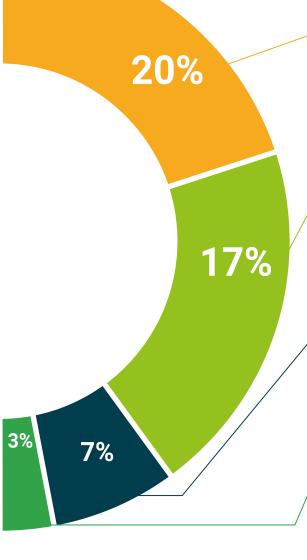
There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.







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This **Postgraduate Diploma in Access Market in Pharma Biotech for Nursing** contains the most complete and up-to-date scientific on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma,and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: Postgraduate Diploma in Access Market in Pharma Biotech for Nursing Official N° of Hours: **450 h.**



TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.

Unique TECH Code: AFWORD23S techtitute.com/certifi

^{*}Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning



Postgraduate Diploma

Access Market in Pharma Biotech for Nursing

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

