

# Postgraduate Diploma

## Access Market in Pharma Biotech





## Postgraduate Diploma Access Market in Pharma Biotech

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the programs in the field of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry

Website: [www.techtitute.com/in/escuela-de-negocios/postgraduate-diploma/postgraduate-diploma-access-market-pharma-biotech](http://www.techtitute.com/in/escuela-de-negocios/postgraduate-diploma/postgraduate-diploma-access-market-pharma-biotech)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 20*

06

Methodology

---

*p. 28*

07

Our Students' Profiles

---

*p. 36*

08

Course Management

---

*p. 40*

09

Impact on Your Career

---

*p. 44*

10

Benefits for Your Company

---

*p. 48*

11

Certificate

---

*p. 52*

# 01

# Welcome

Over the years, Access Market's experience and knowledge of the pharmaceutical and biotechnology industry has enabled its partners in this sector to offer innovative solutions adapted to the changing needs of the market. Its approach is based on collaboration with key industry players, as well as on the implementation of advanced technologies to optimize the supply chain and ensure product integrity. For this reason, it is crucial for the business professional to be at the forefront with this entity. To meet this demand, TECH has developed a program that will enable students to become experts in this company. This program is presented in a 100% online format, which will provide flexibility to access the content anytime, anywhere, with no time constraints.



Postgraduate Diploma in Access Market in Pharma Biotech  
TECH Technological University



“

*You will discover the world of Market Access in the pharmaceutical industry and acquire the skills necessary to stand out in this growing field"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

The objective of this program is to provide the expert with the indispensable skills and knowledge in order to thrive in the pharmaceutical and biotechnology industry. In this way, they will be prepared to take on key roles in key areas such as drug research and development, project management, and the production and manufacturing of such products.



“

*Did you know that a Market Access department is critical to the success of pharmaceutical companies? With this Postgraduate Diploma you will learn the importance of these strategies and how to implement them"*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Diploma in Access Market in Pharma Biotech will prepare the student to:

01

Acquire knowledge about the history of strategic Management

04

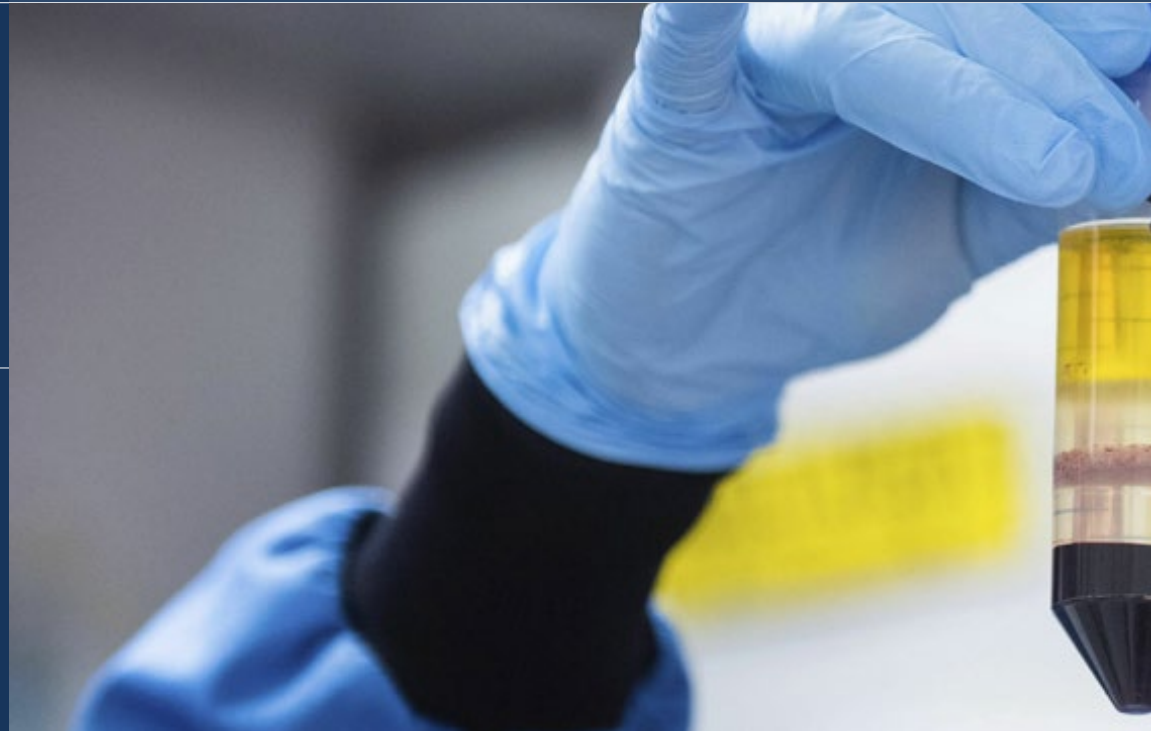
Optimize working capital management

02

Categorize the different definitions over time

03

Assess financial efficiency





05

Understand the different types of health care systems, such as public, private/private insurance, and private health care

06

Assess unmet patient needs and chronicity management

07

Understand what Market Access is and how the need for this function arises in the pharmaceutical industry

08

Know the structure, organization and functions of the National Health System



09

Delve into the steps involved in planning the market access of a new drug

10

Review the points to be analyzed prior to the development of the access plan to understand the environment and competitors

11

Know the capabilities and ethics of the Coach

12

Understand the essence of coaching and its focus on learning



13

Acquire basic knowledge of the fundamental concepts of leadership and their application in the pharmaceutical industry

14

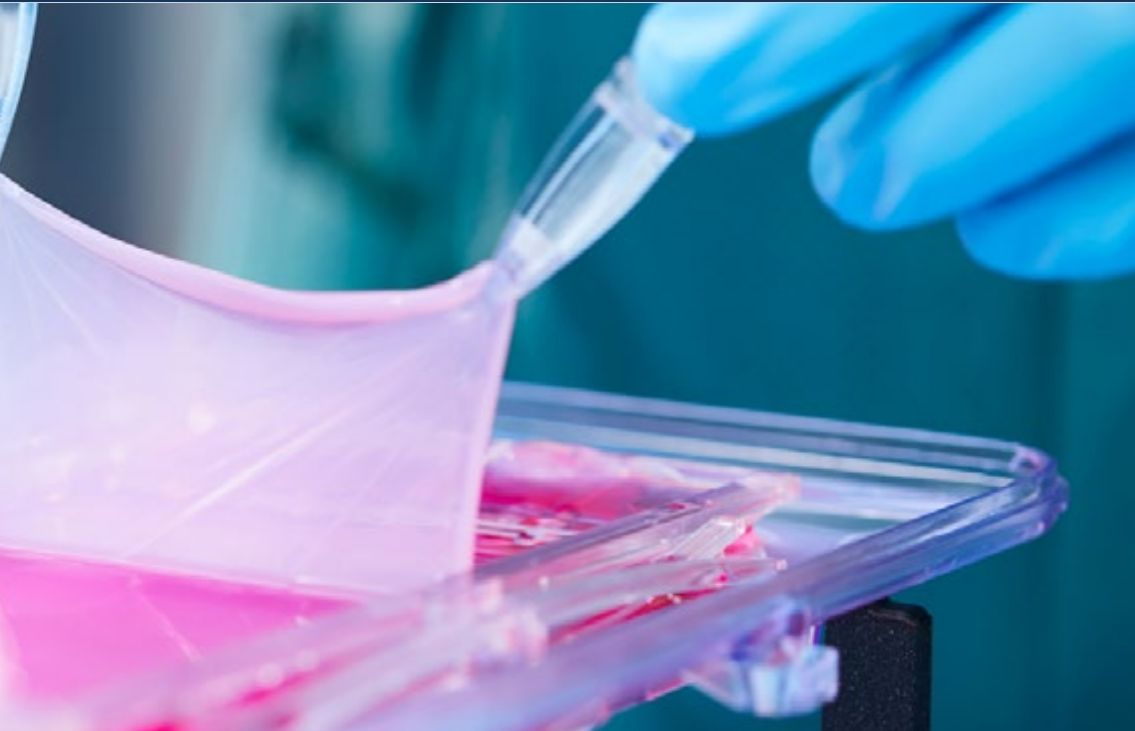
Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models

15

Achieve an effective tool to achieve results

16

Define unique and differentiated value propositions



05

# Structure and Content

The content of this Postgraduate Diploma in Access Market in Pharma Biotech is composed of relevant topics in the Biotech and Biotechnology field. In this sense, the student will explore the present and future vision of healthcare, taking into account the age pyramid and the challenge of maintaining costs in an aging population. In addition, the supporting documents and tools that will support price and reimbursement negotiation, access to regions and hospitals, and product positioning in therapeutic guidelines will be analyzed.



“

*You will have at your disposal specialized readings and a whole series of multimedia resources with which you will understand the healthcare system and its impact on the pharmaceutical industry"*

## Syllabus

This program will cover a variety of topics relevant to the Access Marketing and pharmaceutical industry. First, it will emphasize the need to understand the different types of patients and learn how to communicate with them without generating conflicts. In addition, the official bodies involved in the regulation of new drugs, both at national and regional level, will be analyzed, and the processes of authorization, assessment, pricing and reimbursement of drugs will be studied. It will also detail the steps necessary to achieve a successful entry of a new drug into the market.

In addition, specific requirements for senior management positions in the sector will be examined, taking into account the shortage of qualified leaders in the industry. It will provide the necessary tools to develop effective leadership skills. In addition, a strategic access plan will be designed that will define who the key players are, when and how contact will be established with the different decision-makers and influencers. This strategic approach will ensure an appropriate approach to building relationships and successfully negotiating market entry.

Being consistent with this, TECH has developed a Postgraduate Diploma, with the purpose of providing the business specialist with the indispensable tools and knowledge in the pharmaceutical field and the Access Marketing industry. As a result, the participants will become an outstanding connoisseur of the subject and will be able to advance significantly in their professional careers.

In this sense, an educational proposal is presented in a 100% online format. Under these circumstances, the student will have a large library of teaching materials, which will facilitate the learning process. In this way, the participant will be guaranteed easy access from any electronic device with an Internet connection. In this way, the syllabus will be adapted to individual and collective professional objectives, stimulating the expert to achieve excellence in the pharmaceutical and biotechnological field. In addition, cutting-edge content based on the latest trends will be offered, which, together with the Relearning method, will allow you to understand complex concepts in less time and in a more efficient manner.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Market Access (1). Organization and Processes

### Module 2

Market Access (2). Tools and Strategy

### Module 3

Digital Health Management: Technological Innovation in the Health Sector



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Access Market in Pharma Biotech completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Market access (1) Organization and Processes**

<p><b>1.1. Market Access in the Pharmaceutical Industry</b></p> <ul style="list-style-type: none"> <li>1.1.1. What Do We Mean by Market Access?</li> <li>1.1.2. Why Is a Market Access Department Necessary?</li> <li>1.1.3. Market Access Department Functions</li> <li>1.1.4. Conclusions</li> </ul>	<p><b>1.2. Health System in Spain. BORRAR</b></p> <ul style="list-style-type: none"> <li>1.2.1. BORRAR Organization, Structure and Function. BORRAR</li> <li>1.2.2. BORRAR</li> <li>1.2.3. Regional Health Service. BORRAR</li> <li>1.2.4. Organization, Structure and Function. BORRAR</li> </ul>	<p><b>1.3. Authorization and Registration of New Medicines</b></p> <ul style="list-style-type: none"> <li>1.3.1. Health Authorities</li> <li>1.3.2. European Medicines Agency (EMA)</li> <li>1.3.3. BORRAR</li> <li>1.3.4. Ministry of Health. BORRAR</li> <li>1.3.5. New Drug Marketing Authorization Process: Centralized, Decentralized and Mutual Recognition Processes</li> </ul>	<p><b>1.4. New Drug Assessment at the National Level</b></p> <ul style="list-style-type: none"> <li>1.4.1. Health Technology Assessment Agencies</li> <li>1.4.2. Relations</li> <li>1.4.3. Europe</li> <li>1.4.4. Spanish. BORRAR</li> <li>1.4.5. Therapeutic Positioning Reports (TPR)</li> <li>1.4.6. Decision Makers and Influencers</li> </ul>
<p><b>1.5. Other New Drug Assessments</b></p> <ul style="list-style-type: none"> <li>1.5.1. GENESIS Group Assessments</li> <li>1.5.2. Regional Assessments</li> <li>1.5.3. Assessments in Hospital Pharmacies: Pharmacy and Therapeutics Committees</li> <li>1.5.4. Other Assessments</li> </ul>	<p><b>1.6. From Drug Approval to Availability to The Patient</b></p> <ul style="list-style-type: none"> <li>1.6.1. New Drug Pricing and Reimbursement Application Process</li> <li>1.6.2. Marketing and Financing Conditions</li> <li>1.6.3. Procedure for Access to Medicines at Hospital Level</li> <li>1.6.4. Procedure for Access to Medication Dispensed in Street Pharmacies</li> <li>1.6.5. Access to Generic and Biosimilar Drugs</li> </ul>	<p><b>1.7. Drug Financing</b></p> <ul style="list-style-type: none"> <li>1.7.1. Traditional Versus New Financing Schemes</li> <li>1.7.2. Innovative Agreements</li> <li>1.7.3. Risk-Sharing Agreements (RSAs)</li> <li>1.7.4. Types of ARC</li> <li>1.7.5. Criteria for Selecting The ARC</li> </ul>	<p><b>1.8. Drug Purchasing Process</b></p> <ul style="list-style-type: none"> <li>1.8.1. Public Procurement</li> <li>1.8.2. Centralized Purchasing of Medicines and Health Products</li> <li>1.8.3. Framework Agreements</li> <li>1.8.4. Conclusions</li> </ul>
<p><b>1.9. Market Access Department (1) Professional Profiles</b></p> <ul style="list-style-type: none"> <li>1.9.1. Evolution of The Market Access Professional Profile</li> <li>1.9.2. Market Access Professional Profiles</li> <li>1.9.3. Market Access Manager</li> <li>1.9.4. Pharmacoeconomics</li> <li>1.9.5. Pricing</li> <li>1.9.6. <i>Key Account Manager</i></li> </ul>	<p><b>1.10. Market Access Department (2) Interaction with Other Departments of The Pharmaceutical Industry</b></p> <ul style="list-style-type: none"> <li>1.10.1. Marketing and Sales</li> <li>1.10.2. Medical Department</li> <li>1.10.3. Institutional Relations</li> <li>1.10.4. <i>Regulatory</i></li> <li>1.10.4. Communication</li> </ul>		



**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**

- 3.10.1. 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



“

*With the Relearning method, you will reduce your study hours and strengthen your understanding in the long run"*

# 06

# Methodology

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.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*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.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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 highly 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.



### 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### 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".



### 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.



07

# Our Students' Profiles

The Postgraduate Diploma is aimed at Graduates, Postgraduate Certificates and University Graduates who have previously completed any of the following programs in the fields of Business, Economics, Medicine, Pharmaceuticals, Biology, Chemistry.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have two years of work experience in the medical or pharmaceutical field.





“

*In just 6 months, you will learn about the authorization and registration of new drugs and discover how to navigate the centralized and decentralized processes for their commercialization”*

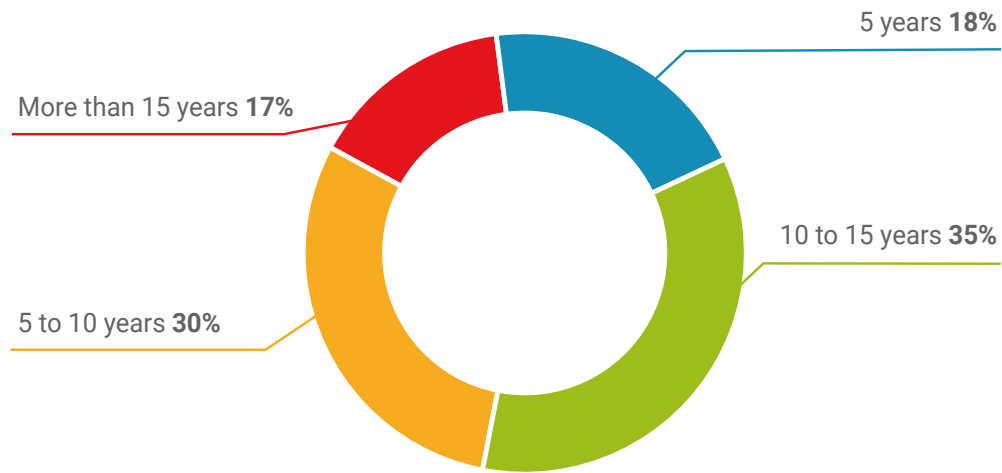
### Average Age

---

Between **35** and **45** years old

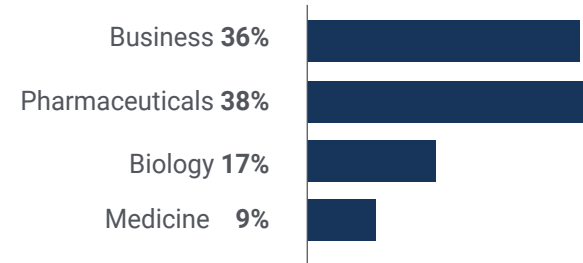
### Years of Experience

---



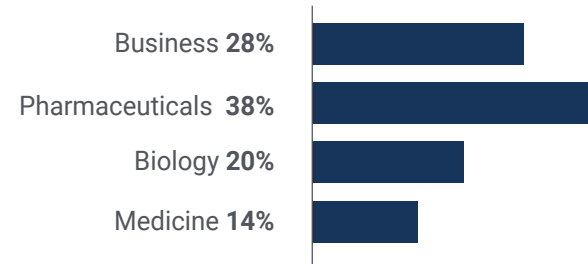
### Training

---



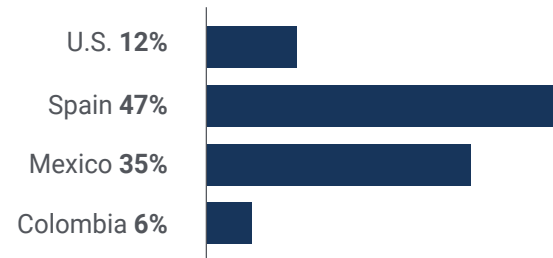
### Academic Profile

---



## Geographical Distribution

---



## Ana González

---

Clinical Analysis Manager

*"Without a doubt, taking this Postgraduate Diploma has been a great boost to my career. I feel prepared to take on leadership roles in the pharmaceutical sector and in this way be able to contribute significantly to the development and success of the companies in which I collaborate. I recommend this program to all professionals who wish to excel and thrive in the industry"*

08

# Course Management

The program has a selection of outstanding teachers who will teach classes at the educational forefront. This will ensure that the students will receive learning from recognized experts with a vast background in the fields of Pharmaceutical Industry, Medicine and Business. In this way, participants can have full confidence in obtaining a program of excellence that will encourage them to stand out and progress rapidly in their professional careers.







“

*You will learn the key functions of the Access Marketing department and become an expert in developing techniques that drive effective market access”*

## 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 Access 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

### Ms. Caloto González, María Teresa

- ◆ Market Access Consultant
- ◆ Subdirector 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

### Ms. Armesto Alonso, Susana

- ◆ Physician in the University Hospital Marqués de Valdecilla
- ◆ President of the Astur-Cantabrian-Castellano-Leonese Society of Dermatology
- ◆ Co-author of the book Economic Assessment of Hospital Hyperbaric Medicine
- ◆ Degree in Medicine and Surgery from the University of Salamanca
- ◆ PhD in Dermatology from the University of Oviedo
- ◆ Master's Degree in Health Management
- ◆ Member of: AEDV Board of Directors

09

# Impact on Your Career

Obtaining this program will have a positive impact on the expert's professional career. Due to the fact that new job opportunities will open up in pharmaceutical companies, biotechnology companies, regulatory bodies, research centers and other organizations related to the industry. In addition, graduates will have the necessary skills to play key roles in areas such as drug research and development, quality assurance and regulatory management.



“

*You will delve into how the pricing and reimbursement application process for new drugs is conducted and manage the marketing and financing of drugs”*

### Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Diploma in Access Market in Pharma Biotech is an intensive program that prepares you to face challenges and business decisions in the medical and pharmaceutical field. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

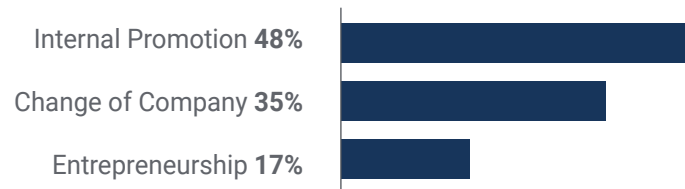
*You will know how public procurement and centralized purchasing of medicines and health products is carried out.*

*You will design innovative schemes and risk-sharing agreements that are revolutionizing the industry.*

#### When the change occurs



#### Type of change



## Salary increase

---

This program represents a salary increase of more than **27.19%** for our students



10

# Benefits for Your Company

With this program, the graduate will be able to benefit the company by identifying market opportunities, positioning products effectively, optimizing distribution channels, developing pricing and rebate strategies, and segmenting customers more precisely. These actions will help improve the company's growth, profitability and competitiveness in the pharmaceutical and biotechnology industry.





“

*You will explore into the professional profiles of the Market Access department and discover how they interact with other departments in the pharmaceutical industry”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 11 Certificate

The Postgraduate Certificate in Market Access in Pharma Biotech guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Market Access in Pharma Biotech** contains the most complete and up-to-date program on the market.

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

The Certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, 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**

Official N° of Hours: **450 h.**



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



## Postgraduate Diploma Access Market in Pharma Biotech

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

# Postgraduate Diploma Access Market in Pharma Biotech

