Pharmaceutical pricing and market access is the critical challenge for successful product launch today. Amgen identified that country affiliates and global teams required pricing and market access training to help them make better business decisions. Amgen partnered with Remap Consulting due to their superior combination of pricing and market access training and instructional design capabilities. In partnership, Amgen and Remap Consulting designed and developed a bespoke eLearning training programme detailing the country pricing and market access challenges in order to improve commercial outcomes.

**SUMMARY**

- Enhanced awareness of the pricing and market access process
- Improved discussions with global and affiliated teams leading to better business decisions
- Ongoing partnership to provide updates and future training modules in additional global countries

**METHODS/APPRAOH**

1. **Learner needs**
   - User friendly
   - Bespoke modular eLearning programme as required approach enabling the ultimate user experience

2. **Learner experience**
   - Easily digestible
   - Turn a complex subject into easily digestible, highly interactive, visual online training programme

3. **Added value**
   - Creative thinking
   - Incorporation of real-life case studies, voiceover and video recordings of payers for added context and enhanced learning

4. **Partnership**
   - Continued alignment
   - Sustainable business partnership to provide updates and additional training modules

**CONCLUSIONS**

ABOUT REMAP CONSULTING

Remap Consulting is a specialist pharmaceutical pricing and market access consultancy. Our mission is to support you in solving your pricing and market access challenges to improve patient access to your products | Contact: Paul@remapconsulting.com