



Partnering with industry experts to deliver the ultimate pricing and market access eLearning training programme

Providers Industry Partnership Award Category | Contributors Sarah Bailey & Paul Craddy

SUMMARY

- ▶ 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**

METHODS/APPROACH

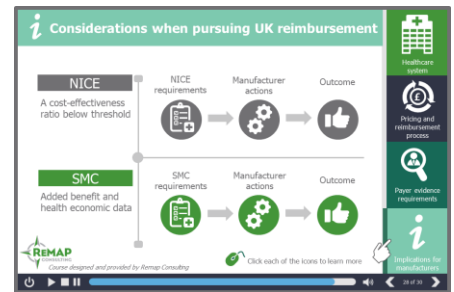
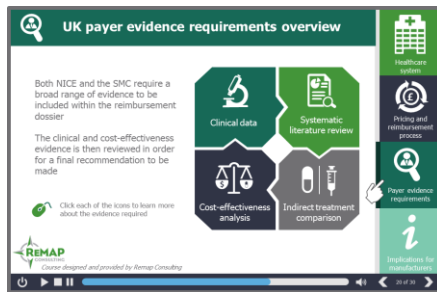


Bespoke modular eLearning programme as required approach enabling the ultimate user experience

Turn a complex subject into easily digestible, highly interactive, visual online training programme

Incorporation of real-life case studies, voiceover and video recordings of payers for added context and enhanced learning

Sustainable business partnership to provide updates and additional training modules



CONCLUSIONS



- ▶ **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

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

