



Fundamentals of Market Access for Pharmaceuticals

By Eric Bouteiller and Annie Chicoye

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This book addresses the global pharmaceutical dilemma through balancing innovation and accessibility and providing a comprehensive toolbox with key concepts and methods for all stakeholders.

This book provides a conceptual and pragmatic approach to the complexity of market access for pharmaceuticals across different types of economies and health care systems in the world, providing a comprehensive tool box with key concepts and methods for students or executives from companies or payers interested in the field.

Readership

The textbook is primarily aimed at students across the world in Business Schools, Political Sciences / Public Policies Schools, Medical and Pharmaceutical Schools, and those attracted by the sector, whether working in health care organizations, manufacturing companies, insurances, or government positions. It fits into management programs specializing in the health care sector, in medical and pharmaceutical education, and provides benchmarks for adjacent sectors (e.g., health food) or other highly regulated sectors. It is also aimed at industry executives, who need a state-of-the-art and handy manual on pricing and reimbursement of Pharmaceuticals at some point in their career development.

About the Author(s) / Editor(s)

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